

Prosperity, Maturity, Stability Mark 1955 for Video Trade

NEW YORK, Dec. 24. — In future years, 1955 will probably be remembered as the infancy period for the television audience. But to TV executives who are now writing the history books to this later chapter, 1955 has been, for the most part, a year of record prosperity, maturity, and welcome stability.

True, the problems of VIP audiences were far from solved, the acceptance of color by the public was much less than hoped for, and the demand of new network (and NBC) material up only too emphatically the ephemeral quality of corporate existence in this industry. But despite the deficit areas, the final balance sheet showed the new medium came all along the line. The networks, particularly led by far the best year of their careers. The shadow of a government program hangs over their heads. It is a constant the sense of achievement and growth.

Billings Jump
Some indication of the gigantic strides the networks have been in terms of income can be gleaned from the latest *Forbes* magazine. Bureau billing figures for January thru October 1955: NBC billings were reported to be \$115,408,072, which compared to its last year's \$116,979,939 for the same period. NBC's grossing in 1955 was \$131,974,610, which compares to its billings of \$109,976,645 the previous year. ABC, meanwhile, which showed amazing growth in the fields of programming and sales, had its own billings at \$130,613,732, a considerable jump from the comparable 1954 figure of \$26,584,103.

Time of Spectacles
On the programming front, it was a year wherein the spectacular, introduced in 1954 by NBC, became an integral part of TV. CBS adopted the spectacular concept and mounted a once-a-month spectacle night eight consecutive times, which Ford picked up. It was a half-hour show, here-to-fore called *The \$10,000 Question*. It provided the major programming excitement of the year. Created by Louis Lomax and sponsored on CBS-TV by Revlon, the drama

2d Nielsen Coverage To Sell at Lower Rate

NEW YORK, Dec. 24. — The second Nielsen Coverage Service which reaches subscribers early in the fall, will sell at generally lower rates than the first study of three years ago. It will use a sample of 1,250,000 homes, roughly half of which will be surveyed by personal interview and the others by mailed questionnaires.

This information was disclosed today in a booklet of the Nielsen Company, one of 5,000 prospects at all levels of the trade. The booklet contains a contract form they can sign and turn out. Nielsen has received some 30 orders already.

The study will again be based on 1,000 "NCS areas," which are counties or clusters of counties of

about enough to become the stage of a television program.

The CBS network's new stature as the recognized leader of the industry in terms of billings and ratings, its attempts to organize the 7:30-8 p.m. children's audience, which ABC had proved to be difficult to lead into that strip, was only partially successful.

Own Kid Shows
Failure to lure away one of ABC's most popular 7:30-8 p.m. shows, *"Run, Run, Run"* and *The Lone Ranger*, CBS programming in its own kid shows, by the year's end, CBS still found itself on the back with two expensive and expensive dramas.

But perhaps the bitterest pill bit had to swallow as the result of the early evening switch to kiddie fare was its loss of Perry Como, who promptly switched to NBC, where, in a new hour-long Saturday night stanza, he proceeded to make no end of trouble for *The Howells*.

NBC towards the end of the season, however, an effort made by turning up its daytime picture by starting an hour-long live dramatic

TRADSTERS SAY

'Lucy' Shift to Hour Monthly Show Seen

NEW YORK, Dec. 24.—Informed trade observers see the purchase of half of "Lucy" by Fox as a gamble as further confirmation that "Lucy" will switch to a one-hour format once monthly next season. They estimate the continuation of the report has been given, P&G, being a response of "Lucy," here-to-fore have information about the impending change in the status of the program.

In purchase of "Lucy" on NBC-TV, against itself on "Lucy" was done, they maintain, because

show across the board. The network is awaiting 1956 for the answer to whether its new project is a success, indications were that the most likely definite loss for daytime had been launched.

"Mickey Mouse"
ABC, which has the most earlier entered daytime programming with its feature "Mickey Mouse Club," followed up NBC's lead by planning a daily two-hour feature film stanza composed of J. Arthur Rank features.

Among the most significant events of the year was the entry of Warner Bros., 20th Century-Fox and MGM into TV as program producers. The old three firms were subjected to intense criticism for the manner and extent to which they utilized show time, to plug their chemical films, the movie market a turning point for the entire picture and industry in the establishment of a stronger working relationship.

Also due during the year was little short of phenomenal. The a number of its most successful shows had been launched the previous year, the web was great. (Continued on page 5)

of the expectation that the former show will better its rating materially next season which it will only have to last the summer-concerned. And once the rating of "Mickey" generally runs around a 24.0 Nielsen, now, the rating may go into the 30's in the fall of 1956. What will replace "Lucy" 9-9:30

JACK BENNET SHOW—CBS-TV

A television show that continues to be one of the hottest properties on the air despite many years on the coastal cable, is the Jack Benny show. The latest Nielsen returns, which embrace the last two weeks of November, put the Benny show in the No. 3 spot, directly after *"The 900th Question"* and *"I Love Lucy"* in the Average Audience chart. The show grabbed a 4.0 rating. It also garnered the No. 4 position in the Nielsen Total Audience lists with a 4.0 rating. "The show is the best it has ever had," says "Dynamite" in a hour-long show, which tends to lose a month's Total Audience rating.

LAWRENCE WELLS SHOW—ABC-TV

Despite its low budget and its limited entry into the network programming weeknight as a summer try-out, this show has risen consistently up the rating ladder to the point where it now is considered one of the most eye-opening programming success stories of the season. This month the show found itself the third most popular network show among women, pulling in 1.25 women viewers per set, according to the November ARB report. Its rating, which is 2.7, doesn't rank it in the "Top 100" of the show, but it's high enough, in the cost of the show, to make it sponsor very happy indeed. What's been even more satisfying is the steadily constant, and still increasing, rise in ratings that the show has been evidencing month by month.

GENERAL ELECTRIC THEATRE—CBS-TV

This drama showed up on practically every network chart. The Billboard is publishing it this week, thereby providing convincing evidence of its popularity and strength in a number of areas. According to the latest Nielsen, the show was in fifth place in the Average Audience listings with a 3.7 rating per average minute, and was in ninth place in the Total Audience list with a 3.6 rating. The ARB rating report for November gave the drama a 3.3 rating, which put it in the No. 3 spot among the network drama shows. In ARB's study of audience composition of the network drama shows, the "General Electric Theatre" ranked No. 1 in popularity among women and No. 2 in popularity among men. There's no doubt about it. General Electric has a winner on its hands.

oe CBS-TV twice monthly next season has not been decided, but it will probably be a show produced by Desilu. It could be "Those Whooping Girls," which did poorly in last summer and may go on again during the coming warm weather. Or it could be one of the many other properties now being prepared by Desilu, one which is also destined to be a summer replacement.

The new hour version of "Lucy" will go 8-10 p.m. "December Bride" will, of course, remain in its 9:30-10 slot. The show's new hour version is found. Whether P&G will remain as co-producer of the new hour version of "Lucy" or if their monthly replacement is not known.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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GOT 'EM

'Frontier', 'Gunsmoke' Renewed

HOLLYWOOD, Dec. 24.—Two of the Westerns which have hit into the TV screen this fall have been renewed for next season. "Frontier" (NBC) and "Gunsmoke" (CBS) have been renewed for their respective clients, Reynolds Metals and Lasker & Myers.

"Gunsmoke," which, of the two, has been more effective nationwide, has had an order for another 13 episodes by L. B. & M. with production to begin in March. It's understood that another 50 will definitely get under way during the summer.

The Western, which started off with ratings of about 15.6, hit 30.6 in the latest Nielsen, just a shade off George Gobel's 30.7, thus signifying a major push for CBS in knocking last season's NBC situation off the top. "Gunsmoke" is produced by Elmore by Charles Marquis Warren.

"Frontier" is getting a renewal of 30 plus 5 from Reynolds. The series has had a climb climb to 21.7 in the November Nielsen, and has been piling up a lot of prestige along the way.

Roach & AT&T Set 500G Deal

HOLLYWOOD, Dec. 24.—The Hal Roach commercial division has been engaged up what is believed to be the single largest contract for film commercials, obtaining an order from AT&T for \$500,000 worth of production during 1956.

The spots will be made for the company in conjunction with the Roach-produced television series "The Story of John Nesh." One of the reasons for the record-setting sum, it's understood, is that A.T.&T. will have a policy of not repeating commercials.

The company so far has not found a time slot in which to run the series, and at about may now be postponed until next fall, although last year are already in the air.

The Roach commercial division this week delivered 100 new spots, both around Caesar Harnett, to Messers, six spots to Elgin and five to Johnson's Wax.

CLGA Files to Rep, TV, Radio

HOLLYWOOD, Dec. 24.—The Composers and Lyricists Guild of America, recently certified as representative of the movie industry's words and music writer, this week took aim at the TV and radio sectors.

The Guild filed a petition for a certification election to represent composers and lyricists used for national shows in TV and radio. The petition named as employers: ABC, CBS, De Mott, Mutual and NBC. If the Guild succeeds in election it will elect a representative agent for the writers of original musical material used by the sellers. The Guild boasts a membership of more than 500 composers and lyric writers on both counts, including a number of the top names in the songwriting field. Little Stevens is president of the Guild.

6 top quality

Film show for
Every Product,
Every Market,
Every Budget

Office in
New York City
and
other cities

MCA-TV
Film Division

TPA SALES PLUG MATCHES SHOW

NEW YORK, Dec. 24.—Television Programs of America is making the sales pitch match the show. It mailed out a 12-page brochure this week on "Suez," the copy of which is the style of the Suez. Southern's dialing in the show itself, and the art is based on the earlier coverage of the Suez. The brochure gives a biography of Miss Southern, the history of the show beginning with its debut as "Private Secretary," an outline of the potential audience, a rundown of the promotion plans, and it winds up, "Boys, I'm serious!"

WPIX Ready To Up Rates

NEW YORK, Dec. 24.—WPIX, the Channel 11 independent here, which recently patterned some advertising on the local audience it has been attracting largely by syndicated film shows, is putting a stake out for higher money commensurate with its improved audience. Effective January 1, WPIX is instituting a rate increase amounting to 17 per cent on Class A and B time and advertising.

This is the first such increase the station has made in four years. Not only has it improved its viewership but at that time the set circulation in this market has increased about 85 per cent.

According to an American Research Bureau analysis, from November, 1954, to November, 1955, WPIX improved its average share of viewing audience by 10 per cent, a bigger proportionate increase than any other station here.

On 20-second announcements, in particular, the new rate card will go up 30 to 35 per cent in Class A and B.

'Mil. Movie' Gets 8 of 9 Renewals

NEW YORK, Dec. 24.—WOMT's "Million Dollar Movie" has been eight out of nine of its sponsors for renewals on the second 13-week cycle, which begins next week.

The one that dropped out, Sobat, was immediately replaced by Eric Foner. The eight sticking with the high rated feature film shows are Full Mill, Mervin's Machine, Sunshine Records, Sterling House Dry Food, Princeton Canteen, Wolf Beer and New York Telephone Red Book.

ROACH EXPANDING

Sees \$13 Mil Gross in '56, Output Up \$4 Mil

HOLLYWOOD, Dec. 24.—A 44 percent expansion of TV production is scheduled for the coming year by Hal Roach. His Roach estimates that his 1956 gross will be \$13 million, up 100% as against \$6,000,000 in 1955.

In order to accommodate the increased production two new sound stages will be constructed, bringing the total to six. A 25 per cent increase in the staff of the studio is also foreseen.

In addition to plans for new series, the company recently renewed "The Story of John Nesh," "Code Three," "Folter Free Playhouse" and "Suzanne," Roach is expanding its work, plus syndicated series and a new daytime "Magazine of the Air" on film.

After indicating that the day-time is still in its preliminary stages, Roach believes that he has devised a method by which a two

Thru-Film Trade Grows in '55, Despite Many Uncertainties

Teleradio's Buy of RKO Pix and Sale Of TV Rights to Fox Biggest Event

By GENE PLOTNIK

NEW YORK, Dec. 24.—For the TV film industry 1955 was a year of numerous uncertainties and business as usual. The day-to-day business of selling and buying film for TV added up to normal and healthy increases in the volume of film and the money spent for it. But the biggest trade news of the year concerned deals, above-the-line and below-the-line, which, while having no immediate effect on the industry, could only serve to build expectations and apprehensions about the year ahead.

Undoubtedly the largest single news of the year was the purchase of RKO Radio Pictures by General Electric, and the latter's subsequent negotiations to sell the TV rights to the RKO backing to Marty Fox. GE's deal was in the rumor mill since November, 1954, was consummated in July, 1955, and the GE negotiations started rumors in the fall.

Not on Market

But in 1955 these great dealings still had been concrete steps in terms of TV programming, since none of these films had been actually sold on the market by the end of the year.

Another major news item in 1955 was the attempted merger of Screen Gems and Television Pictures of America, significant not only in that it was the first time the two independent agencies had consolidated in TV film distribution, but, this the impulse was clearly there, this and other major

movements finally fell thru. The only major merger in 1955 was the operational consolidation of Hygo and Clardy.

While these and other developments gave more to the trade floor for thought, actual business showed a sufficiently healthy upswing to give most deal to U.M.A.M.

Syndication of TV film sales this year brought the industry gross sales of \$35,000,000 to \$40,000,000, according to an internal estimate. This represents an increase of \$5,000,000 to \$5,000,000 over last year's business.

The major distribution part of a total of 16 new half-hour series for national syndication without prior national sales. But was a dip from the previous year, when the same companies and their predecessors accounted for 23 half-hour shows.

The supply of new feature films and Westerns in 1955 was not a factory in terms of quantity and quite good in terms of quality. At least 250 feature films were sold for TV sale this year, including an impressive proportion of feature films produced by a network, ABC-TV, instead of going up for station sales. More than 300 Westerns made

their TV bow, including the priced Great Andy-Joe Rogers table of Republic. The cartoon in TV kept their new look in 1955 when Warner Bros., "Looney Tunes" were sold to Guild Films, and the supply network was still looking up at the year's end when the library of Paramount shorts was sold to U.M.A.M.

The release of a dozen network shows made their bow in syndication this year. This fact added to the decrease in the number of feature syndicated series gave buyers as well as sellers more than a little concern about the future of syndication.

There were other sources of worry about market and supply of film. The Screen Actors' Guild strike this summer and the resulting increase in screen fees was certainly one of them. The dropping of 45 Paramount and Universal features by Associated Artists Productions after the American Federation of Musicians refused to grant TV rights to the music tracks was another.

Combine Buying
The idea of a film network seemed to be evaporating when Viacom and Guild Films were off.

(Continued on page 4)

International Latex Buys 70 RKO Pix

NEW YORK, Dec. 24.—Marty Fox is supposed to have been for the TV rights to the RKO library signed and sealed this week, there was no confirmation that the company had actually come off by press time.

However, Fox already had a national sponsor on the line for 70 of the pictures. According to a reliable source, International Latex ordered some 50 stories to place on 70 stations, one picture a week.

It had been earlier reported that Fox began a couple of weeks ago to sell a few key stations on the basis of taking on RKO product. These discussions were, it is said, on an informal basis, the Fox apparently has been seen for some

time that the RKO deal was going to be a done deal.

For himself he said that he had an entirely new plan for the distribution of the RKO features. A part of Fox made a major decision to feature film distribution when, in the last active days of National Feature Television, he began to better film for station time, time that eventually went to the CBS larger Corporation in a stock transaction.

It has been speculated that his new concept also involves the buying of stock.

Russian Video System Takes Giant Strides

Continued from page 1

of recent films have already been produced with more being produced in the near future.

British maintain that the Soviet Union uses TV as the most powerful vehicle for the dissemination of ideas that have ever been invented. To help underwrite the country, he claims, the Russian slogan has become "TV instead of oil." In the field of propaganda and education, the Russians are your ahead of us, he claims. "Within the next future I expect to see a new leading Europe in TV," Roach feels.

The former lecturer also reported that the Soviet Union was exchanging programs and technical data with Great Britain. They have learned a great deal about color from England, and they expect to have a color station in operation in Moscow by 1958, he said. He also learned that Czechoslovakia, the Russian satellite state, is beginning to get active in the new color station in Prague, and one is being built in Bratislava, he was told by a Czech official.

a sales beauty



the
ever-blooming
Channel 8
Multi-City
Market

WGAL-TV

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NBC and CBS

Ever-growing sales are yours in the Channel 8 Multi-City Market. It's a new, diversified region—a buying market. Sell the 3½ million people who live here, who own 912,950 TV sets and spend \$5½ billion annually.

STEVENSON STATION
Chas McCullough, Pres.

Classical 5-Field City Market	
Handing	Reading
Worcester	Leicester
Cambridge	Nottingham
Gloucester	Sheffield
Wolverhampton	Manchester
Birmingham	Cardiff
Walsley	Leeds
Sheffield	Sheffield
Sheffield	Sheffield

MEKKER TV, INC.
New York
Chicago
Los Angeles
San Francisco

Happy New Year to Everyone

It's Been a Great Year for Us

**The New Trendex Rating Just Out
Shows Us to Be**

**THE HIGHEST RATED SHOW IN
DAYTIME TELEVISION**

Our Trendex Shows 11.6

With 55.8 Share of Audience

BOB CROSBY SHOW

MONDAY THRU FRIDAY

CBS-TV

3:30 TO 4 P.M. E.S.T.

Thanks to

**THE MODERNAIRES, JOANIE O'BRIEN, CAROL RICHARDS,
JACK NARZ, THE BOBCATS, GIL RODIN AND GREGG GARRISON**



NETWORK & LOCAL PROGRAMS — NATIONAL SPOT CAMPAIGNS — TV FILM PROGRAMS — COMMERCIALS IN PRODUCTION

TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Dramas

NOVEMBER RATINGS	
Rank	Show, Sponsor & Web
1.	Chester, Chrysler (CBS).....37.5
2.	The Villanova, Delgado.....34.3
3.	C. E. Theater, Gen'l Electric (CBS).....33.2
4.	Loretta Young, Procter & Gamble (NBC).....30.2
5.	Dragnet, Liggett & Myers (NBC).....29.0
6.	Lindsay, Procter & Gamble, Brown & Williams (CBS).....29.0
7.	Louis, Campbell Soap (CBS).....28.1
8.	Ford Theater, Ford (NBC).....28.5
9.	Playhouse of Stars, Schlitz (CBS).....28.0
10.	Finchell Theater, Finckel, Campbell (NBC).....28.4

AMONG MEN	
Rank	Show, Sponsor & Web
1.	You Are There, Procter & Gamble (CBS).....1.00
2.	C. E. Theater, Gen'l Electric (CBS).....1.00
3.	Finchell Theater, Finckel, Campbell (NBC)......98
4.	Alfred Hitchcock, British-Meyers (CBS)......96
5.	Goodman Playhouse, Good-year (NBC)......95
6.	Appointment With a Lady, F. L. Lillard, Revlon (CBS)......95
7.	Justice, American (NBC)......95
8.	TV Reader's Digest, Schlitz (CBS)......90
9.	Danone Boytoy Theater, Danone (CBS)......89
10.	Defiant Camille Theater, Dufron (ABC)......88

AMONG WOMEN	
Rank	Show, Sponsor & Web
1.	C. E. Theater, Gen'l Electric (CBS).....1.20
2.	Alfred Hitchcock, British-Meyers (CBS).....1.18
3.	Loretta Young, Procter & Gamble (NBC).....1.18
4.	Robert Montgomery Presents, Schlitz (NBC).....1.13
5.	Good-year Playhouse, Good-year (NBC).....1.13
6.	Female Theater, Procter & Gamble (NBC).....1.12
7.	U. S. Steel Hour, U.S. Steel (CBS).....1.12
8.	Playhouse of Stars, Schlitz (NBC).....1.11
9.	The Minkowski, Delgado (NBC).....1.11
10.	Claret, Chrysler (CBS).....1.11
11.	Let Video Theater, Letor (NBC).....1.11
12.	Crossroads, Chevrolet (ABC).....1.11

AMONG CHILDREN	
Rank	Show, Sponsor & Web
1.	Loretta Young, Procter & Gamble (NBC).....1.36
2.	Finchell Theater, Finckel, Campbell (NBC)......98
3.	You Are There, Procter & Gamble (CBS)......96
4.	Dragnet, Liggett & Myers (NBC)......95
5.	Goodman Playhouse, Good-year (NBC)......95
6.	Appointment With a Lady, F. L. Lillard, Revlon (CBS)......95
7.	Justice, American (NBC)......95
8.	TV Reader's Digest, Schlitz (CBS)......90
9.	Danone Boytoy Theater, Danone (CBS)......89
10.	Defiant Camille Theater, Dufron (ABC)......88

NETWORK LATEST RATINGS

Nielsen Top 10 TV Web Shows

12 Weeks Ending Nov. 10

TOTAL AUDIENCE/SHOW

Rank	Program & Web	Household	%
1.	60-Second Question (CBS).....	30.4	
2.	4 Love Lucy (CBS).....	41.6	
3.	Discussed (ABC).....	41.4	
4.	Jack Benny (CBS).....	41.6	
5.	Ed Sullivan (CBS).....	41.5	
6.	Red Hot Riding Hood (NBC).....	41.2	
7.	Cherry Show-Bus Hope (NBC).....	41.9	
8.	NCAA Football (ABC).....	41.9	
9.	Yankee Doodle (ABC).....	41.9	
10.	Forty Gnat (CBS).....	42.0	

AVERAGE AUDIENCE/MINUTE

Rank	Program & Web	Household	%
1.	60-Second Question (CBS).....	44.3	
2.	4 Love Lucy (CBS).....	48.4	
3.	Discussed (ABC).....	48.3	
4.	Jack Benny (CBS).....	48.4	
5.	Ed Sullivan (CBS).....	48.3	
6.	Red Hot Riding Hood (NBC).....	48.3	
7.	Cherry Show-Bus Hope (NBC).....	48.3	
8.	NCAA Football (ABC).....	48.3	
9.	Yankee Doodle (ABC).....	48.3	
10.	Forty Gnat (CBS).....	48.3	

• ARB Top Shows Among Women

How Network Shows Rated Among Women in November

This weekly audience composition analysis shows the relative position of network series in Class "A" (top 10 percent of program list, by number of viewers) among women ages 18 to 34. Sixty-four shows are included. For additional information on audience composition, contact ARB, National Press Building, Washington 4.

* Indicates First

Rank	Show, Sponsor & Web	Household	%
1.	Life Is Worth Living, Administ. (ABC).....	1.30	13.1
2.	Ed Sullivan, Lincoln-Mercury (CBS).....	1.29	49.7
3.	Laurance Welk, Dodge (ABC).....	1.26	23.7
4.	Chances of a Lifetime, Lenzheim, Emerson Drug (ABC).....	1.26	11.1
5.	Alfred Jubber, Southland (ABC).....	1.24	9.7
6.	Perry Game, Int. Collinette, Dornier, Cold Seal, Neuman (CBS).....	1.24	33.5
7.	This Is Your Life, Hazel Bishop (CBS).....	1.23	31.2
8.	Person to Person, Elgin, Hansen Brewing (CBS).....	1.22	34.6
9.	George Cobb, American Pot Milk (NBC).....	1.20	40.1
10.	Jack Benny, American Tobacco (CBS).....	1.20	39.6
11.	C. E. Theater, Gen'l Electric (CBS).....	1.20	33.2
12.	Color Squad, Maybelline, Buick, Sunbeam, House, U. S. Rubber (NBC).....	1.20	39.8
13.	Four HP Parade, American Tobacco, Husk (ABC).....	1.19	36.7
14.	Finchell Theater, Texas Co. (NBC).....	1.18	27.7
15.	Alfred Hitchcock, British-Meyers (CBS).....	1.18	30.1
16.	Goodby & His CBS-Columbia, Toots, Filibuster (CBS).....	1.18	31.0
17.	What's My Line? Jules Montreux (CBS).....	1.17	34.9
18.	Grand Ole Opry, Radio-Phon (ABC).....	1.17	31.7
19.	Big Sergeant, Fanny, Spindel (NBC).....	1.18	33.5
20.	Homecoming, Buick (CBS).....	1.16	28.8
21.	Loretta Young, Procter & Gamble (NBC).....	1.16	31.1
22.	Name That Tune, Whittaker (CBS).....	1.16	18.6
23.	60-Second Question (CBS).....	1.15	57.2
24.	Beck the Beak, Dodge (ABC).....	1.15	13.1
25.	Milton Berle, Whirlpool, Sunbeam (NBC).....	1.15	39.7

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Dramas

OCTOBER RATINGS	
Rank	Show & Distrib.
1.	Doogie Fairbanks Jr. Presents (ABC).....14.2
2.	Science Fiction Theater (Ziv) (NBC).....11.2
3.	Dr. Hudson's Secret Journal (MCA).....10.0
4.	Paragon Playhouse (NBC).....10.0
5.	The Visitor (NBC).....7.4
6.	Star & the Story (Official).....7.5
7.	Heart of the City (MCA).....7.0
8.	Counterpoint (MCA).....6.1
9.	The Playhouse (ABC).....5.8
10.	Famous Playhouse (MCA).....5.8

VIEWERS/100 HOMES	
Rank	Show & Distrib.
1.	Dr. Hudson's Secret Journal (MCA).....213
2.	Counterpoint (MCA).....100
3.	Major of the Town (MCA).....100
4.	Doogie Fairbanks Jr. Presents (ABC).....100
5.	Heart of the City (MCA).....100
6.	Science Fiction Theater (Ziv) (NBC).....100
7.	Star & the Story (Official).....100
8.	The Visitor (NBC).....100
9.	The Unexpurgated (Ziv).....100
10.	Year All Star Theater (Gens).....100

AMONG MEN	
Rank	Show & Distrib.
1.	Counterpoint (MCA).....41
2.	Dr. Hudson's Secret Journal (MCA).....39
3.	Doogie Fairbanks Jr. Presents (ABC).....37
4.	Major of the Town (MCA).....37
5.	Year All Star Theater (Gens).....37
6.	Science Fiction Theater (Ziv) (NBC).....37
7.	Famous Playhouse (MCA).....37
8.	Heart of the City (MCA).....37
9.	Star & the Story (Official).....37
10.	The Visitor (NBC).....37

AMONG WOMEN	
Rank	Show & Distrib.
1.	Doogie Fairbanks Jr. Presents (ABC).....87
2.	Famous Playhouse (MCA).....86
3.	Dr. Hudson's Secret Journal (MCA).....87
4.	The Playhouse (ABC).....87
5.	Star & the Story (Official).....87
6.	Major of the Town (MCA).....87
7.	Heart of the City (MCA).....87
8.	Counterpoint (MCA).....87
9.	Star & the Story (Official).....87
10.	The Visitor (NBC).....87

AMONG TEENS	
Rank	Show & Distrib.
1.	Science Fiction Theater (Ziv) (NBC).....33
2.	Major of the Town (MCA).....33
3.	Paragon Playhouse (NBC).....33
4.	Doogie Fairbanks Jr. Presents (ABC).....33
5.	Year All Star Theater (Gens).....33
6.	Star & the Story (Official).....33
7.	Heart of the City (MCA).....33
8.	Dr. Hudson's Secret Journal (MCA).....33
9.	Year All Star Theater (Gens).....33
10.	Counterpoint (MCA).....33

AMONG CHILDREN	
Rank	Show & Distrib.
1.	Year All Star Theater (Gens).....80
2.	The Visitor (NBC).....80
3.	Year All Star Theater (Gens).....80
4.	Dr. Hudson's Secret Journal (MCA).....80
5.	Heart of the City (MCA).....80
6.	Counterpoint (MCA).....80
7.	Night of the Town (MCA).....80
8.	Science Fiction Theater (Ziv) (NBC).....80
9.	Star & the Story (Official).....80
10.	Year All Star Theater (Gens).....80

• Pulse Top Pix Among Women

How Non-Network Films Rated Among Women in October

This weekly audience composition analysis shows the relative position of non-network film series by number of viewers according to an age group. Sixty-four shows are included. For additional information on audience composition, contact The Pulse, Inc., 12 West 44th Street, N. Y. C.

Rank	Show & Distrib.	Household	%
1.	Laborer (Godd).....	0.8	8.2
2.	Mr. Donat (Ziv).....	0.4	17.4
3.	Mr. & Mrs. North (ATIS).....	0.2	17.4
4.	Confidential File (Godd).....	0.1	9.7
5.	Doogie Fairbanks Jr. Presents (ABC).....	0.9	14.5
6.	Foreign Intrigue (Official).....	0.9	5.3
7.	Coy Landmark (MCA).....	0.8	5.8
8.	The Whistler (CBS).....	0.8	5.8
9.	Famous Playhouse (MCA).....	0.8	5.8
10.	Follow That Man (MCA).....	0.8	10.4
11.	Dr. Hudson's Secret Journal (MCA).....	0.8	10.4
12.	Dr. Hudson's Secret Journal (MCA).....	0.8	10.4
13.	Life With Elizabeth (Godd).....	0.7	5.7
14.	Farm Forum (Fanny Forum, Inc.).....	0.6	0.7
15.	Inspector Mark Saber (Koch).....	0.6	5.1
16.	1 Lad Three Lives (Ziv).....	0.5	13.2
17.	Brother (Plamberg).....	0.4	2.7
18.	Brother (Plamberg).....	0.4	2.7
19.	Chase South (NTA).....	0.4	5.9
20.	Highway Patrol (Ziv).....	0.4	10.6
21.	Low Wolf (MCA).....	0.4	9.4
22.	The Playhouse (ABC).....	0.4	8.4
23.	Star & the Story (Official).....	0.4	7.2
24.	Edgar Carter (Ziv).....	0.3	8.5
25.	Am I Am (LCA).....	0.3	8.4
26.	Mon Beland the Bridge (MCA).....	0.3	12.9

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Col. P Plan to Cover Pricing, Demos and Custom Service

12% Return on 1-Shot Orders Let Dealers Recoup Inventory 'Losses'

By IS HORNWITZ

NEW YORK, Dec. 24.—Columbia has every hand in the sleeve for the next weeks to boost its efforts in "Operation Quicksilver," a mass-faceted merchandising program designed to kick off the year to the dealer's distribution.

The ambitious program covers pricing of LP's, inventory adjustment for depreciated stock, a custom service for selling out-of-stock albums, and a special plan offering demonstration LP's to retail stores at far less than normal cost.

The program also plays a heavy reliance schedule of new disks and the introduction of new talent.

\$3.96 List

On the price level, all 12-inch Masterworks LP's but few exceptions, will carry a \$3.96 list price, dropping \$1 from earlier lists. This move was predicted as an exclusive story here a few weeks ago.

Along with the price reduction, however, dealers will be permitted to mount part or all of their inventory line with the medium of the special return privilege, offering on a one-shot order basis.

Hal Cook, Columbia director of sales, indicated the move must be long been needed, but held off until now pending the adoption of a workable adjustment formula. That, he asserted, is a manufacturer's responsibility to its retailers.

SUBWAY MARKET

ABC Deal to Vend Records Meets Delay

NEW YORK, Dec. 24.—The ABC Vending Corporation's entry into the record retail business via New York subway newsstand outlets reportedly has called a halt to the deal to the publicity of H. Marshall Soslack, ABC's consultant, to come to terms with the major labels.

The project was originally set to get under way December 10, with LP's scheduled to go on sale at 35 ABC stands in independent subway stations here. To date, this project has not materialized, Soslack reportedly says the delay is only temporary.

According to a representative of one major label approached by Soslack (he declined to be quoted for "contingent deals and special discounts," a publicist said), the label is reluctant to make a direct deal with the recording company, of course, they can always work their distribution in the present set-ups of most rack jobs.

Monument, Benson Organize Raymar

NEW YORK, Dec. 24.—Ray Benson, former hit maker, actor, agent and TV and radio packager, has formed the Raymar Music Corporation, a publicist said, in association with Monument Music.

Operations will be kicked off with the tune "Wink for Tomorrow," feature song of the United Nations Steel Theater Guild show, to be premiered January 10 on the CBS-TV network. The Jill Cowie Columbia disk of the tune, with Paul Winchell, will be featured on the show.

Bill Buchanan and Larry Vital, Monument together, will be representatives for the new firm.

This is how the special return privilege will work: Dealers will be given a large list of LP's from which they may place a one-shot order reaching a Columbia distributor no later than January 31. On all Masterworks LP's in this order a special 12 per cent return privilege will be allowed.

Under this formula, it was estimated, dealers may recoup approximately the inventory "loss" on single \$3.96 LP by purchasing two at the \$3.96 price. He will earn 30 cents on each disk ordered under the second plan. The dealer will lose, in inventory value, 61 cents per 12-inch Masterworks LP bought under the old price.

In an allied price move, the lists of Columbia's CL Series, hitlists

\$3.75, has been changed to \$3.96. This step is being taken to standardize pricing, and further, major adjustments on multi-disk sets are being made so all LP's carry a price per ending with 99 cents.

Among the relatively few exceptions to the new \$3.96 price on 12-inch LP's will be original cost-of-press, which will remain at \$4.99, plus a few special packages, including the release of LP's, to list now at \$3.96. Number positions on all packages will be standardized to indicate list prices.

The custom service being inaugurated by the diskery is designed to permit dealers who have their package inventory largely to heavy

(Continued on page 30)

SEE BANDS HURT

Maestri Frown on Revamped Logging

NEW YORK, Dec. 24.—The revamped logging system which will be put into effect January 1 by the American Society of Composers, Authors and Publishers is viewed unfavorably by many segments of the music business—but it has cut a deep groove over band leaders.

Maestri, queried this week, were irate and distrustful. A number of them, with remote wires, expressed the feeling that the ASCAP move to diminish the value of plugs on network sustaining programs (The Billboard, Dec. 24) was unfair and would prevent almost a body blow to the struggling band business.

Most composers were Vincent Lopez. The maestro, whose experience ranges far back into the great days of the band business, charged that ASCAP had forgotten how much the bands had helped the Society. He claimed it was unfair for a remote broadcast to be credited with only three plugs. He pointed out his CBS show, from the Tull Hotel grill is taken by 230 stations and his ABC show by a minimum of 150.

Lopez questioned the advisability of catering only to disk jockeys and record companies. This restrictive formula, with the new ASCAP logging system—cashes bands, he felt.

For years publishers and writer members of the Society have con-

tinued for a broader logging staple. Lopez, however, feels that much of the ASCAP motivation to discontinue the value of network sustaining programs derives from the alleged pressure of large publisher members. These big publishers do not want orchestra leaders to perform their own compositions, Lopez stated.

He also accused large publisher members of ASCAP of currying down smaller publishers. Lopez charged that his band, which was nothing wrong in a maestro

(Continued on page 12)

Grrn In Set on Europe Tour

HOLLYWOOD, Dec. 24.—"Jazz at the Philharmonic" promoter Norman Granz, who has been shooting back and forth to Europe in recent weeks, this week completed his tour for a week-long JATP tour on the Continent.

The Granz troupe will open February 15 in Oslo, and will play seven Scandinavian cities in seven days. It follows with concerts in Copenhagen, Berlin, Zurich and Vienna; then two works in Germany and 10 days in Italy.

Granz currently is working out the details to decide whether to travel at his own expense to play one week of benefit for the Israel Music Board (The Green) in Tel Aviv.

The JATP tour for the jazz will include Ella Fitzgerald and accompanist Don Abney, Gene Krupa, the Oscar Peterson Trio, Dizzy Gillespie, Ray Elderkin, Illinois Jacquet and Phil Phipps.

JAZZ BACKSTOPS UPA'S CARTOONS

HOLLYWOOD, Dec. 24.—To underscore the modern jazz UPA Factors, Inc., is making progressive jazz soundtracks as background for some of its animated cartoons, some in production. UPA's animated modern art has won for it several Academy awards.

Shirley Bagge, a disciple of the progressive school, will record three original cartoons, called "Martians, Go Home," "Michele's Meditation" and "Bessy Pattern." Caroleen Susan Bell Cooper will record "Amanan," "The Performing Parents" and "The Only Boy Who Ran Away."

Other recording sessions set at UPA include Stan Fireberg making the lyrics on the Dore Langlois-Lee Murray composition, "A Smile Is a Turned Around Frown," and Nelson Tenebrum joining Fireberg on "Quiet Times in Clouds," "Jittery Decisions Day" and "Good Old Country Music."

The Nielsen will also record a novelty, "The Average Gracie" and a Barbara Belle original, "Love Hunt."

M. B. Marks Dies in N. Y.

NEW YORK, Dec. 24.—Machell B. Marks, vice president and secretary of Edward B. Marks Music Corporation, died suddenly Tuesday (23) of a heart ailment. He was 42 years old, youngest and last surviving brother of the legendary E. B. Marks, founder of the music empire.

Mach Marks had been connected with the firm for nearly 30 years, and was said to be headed its production department.

His son, Bob Marks, is Pacific Coast manager for the firm. His other son, Alford, is an attorney in the music business.

RCA Single Catalog To Be All-Time Hits

NEW YORK, Dec. 24.—Beginning with the New Year, RCA Victor's single record back-catalog will come mainly at a refreshed selection. "Rising lists" will be grouped and marketed as the "Gold Standard Series."

The launching of this line is the culmination of a year's work in which the biggest sales in the last year have been registered after several "enhanced releases" by Victor engineers. Special gold discs have been designed to house the discs.

The Gold Standard line for the coming year will number only 300 discs, produced on both 78 and 45 r.p.m. Of these, 146 will be pop, 17 Red Seal and 45 c/w. The company plans to review its single catalog once a year hereafter to determine which newer discs have earned Gold Standard status.

Pluggers Union to Absorb New Levy

NEW YORK, Dec. 24.—The Music Publishers' Contract Employees' Association board met here Monday (20) and decided that an increased per-head tax levied on the pluggers by the newly merged CIO-AFL will be absorbed by the MPCI treasury, rather than passed along to members.

Increased membership over the past few months has given the MPCI a healthy surplus treasury funds to handle the new per-head tax, which under the merger terms, will be about 50 per cent higher than the present one.

UNHAPPY

Smaller Pubs Hit Revamped Log System

NEW YORK, Dec. 24.—The revamped logging system of the American Society of Composers, Authors and Publishers is in addition to meeting with criticism on the part of headliners (see separate story) here, some fire from smaller publishers this week.

Most outposts was Ruckey Young, who formed the reduction in the value is network sustaining programs, not inclusion. Young said he was shocked to meet with Stanley Adams, ASCAP president, shortly, and that a number of smaller publishers and writers would be at the session.

In a vein similar to that of the smaller writers, the ASCAP action as being taken without what he considered proper notice or hearing. He charged the new system would work to the disadvantage of small pubs in that the latter would find it difficult to get commercial plugs.

This aspect of the revised set-up—the raising of the value to one cent per commercial use of which were pegged at three-fourths (The Billboard, December 24) drew a number of letters in addition to Young. They argued that larger firms had stronger connections with composers and executives and talent and that the change would materially aid such publishers.

Mercury Plans To Double Line Of LP Albums

CHICAGO, Dec. 24.—In a move to cash in further on the expanding album market, Mercury Records is stepping up its package production 100 per cent in 1956, with a vastly increased number of releases budgeted for next year.

According to Mercury's artist and rep man chief, Art Talmadge, the expansion program calls for the label to move out into the specialty album field (e. g. dramatic recordings, foreign language songs, etc.). Hereafter the bulk of Mercury's album production has been concentrated on pop packages and standards.

Mercury has hired free-lance record producer (Continued on page 30)

Gov't Probe Looms In Hi-Fi Industry

NEW YORK, Dec. 24.—At least one, and possibly two, government investigations have been launched to elicit facts about marketing practices in the high fidelity component industry. The so-called statements were forthcoming from any government agency, a number of dealers and distributors in the field and recently cities have been contacted in recent weeks.

From the nature of the queries, and the type of examples, dealers have occasionally voiced, the investigations appear to be taking up separate courses. One would be alleged restraint of trade and unfair trade practices, and the other possible avoidance of excise tax payments.

The set of investigators has focused attention on alleged dealer malpractices. Questions probed the possibility that some manufacturers had cut off outlets for underselling nearby competi-

tion. The problem may have some unique elements, since many retail outlets of hi-fi components are some dealers.

Justice Dept. Some cities have checked through the investigators as Justice Department personnel.

The other group of investigators, apparently working independently, dug into the possibility that component assembly set to phenomenon "monoculture," some dealers taking their way into the retail hi-fi component market.

Under the law, producers of complete phonos, the components carry a lower cost than when sold in separate parts and then transferred to retailers, the latter can undersell competitors at a retail loss.

The question is also raised as to who, the original manufacturer or the buyer, is required to pay the excise tax.

1955 Biggest Year For Disk Industry

Excise Tax Figures for September Quarter Show 40% Boost Over '54

WASHINGTON, Dec. 24.—Sales of latest excise tax figures this week added new authority to industry predictions that 1955 will produce the biggest year ever in retail sales.

Manufacturer payments of excise taxes collected for the nine months ending September 30 were 40 per cent over payments for the same period in 1954.

Actual tax collections for the three months were \$2,874,000, representing about \$36,000,000 in sales. Retail retail level excise taxes due are computed on the basis of 10 per cent of the first manufacturer's sales (to distributors). The government figures cover collection in July, August and September, they average manufacturer sales in April, May and June, respectively.

Tax collections for the same period in 1954 totaled \$2,048,000, representing about \$41,000,000 in retail sales.

Cumulative tax collections for

the first seven months of 1955 totaled \$4,908,000, or the equivalent of about \$58,000,000 in retail sales. This compares with collections of \$4,450,000 in the first seven months of 1954, or the equivalent of about \$49,000,000 in retail sales.

KIDSTAR

Scheck Sues On Gordon-Mooney Pact

NEW YORK, Dec. 24.—Proceeds from new active here-Thames (42) as George Scheck, producer and distributor of the talent TV series, and developer of child talent, filed suit in New York Supreme Court against ex-leader Art Mooney, Louis J. Lee, and Sam and Beatrice Gordon, father and mother of seven-year-old M-G-M record artist Barry Gordon.

Channing that he has had a signed personal management agreement with Gordon's parents since January, 1954, to handle the child's career, and that the contract still was in effect in late 1954, Scheck says he is entitled to the rights to the child's talent. Mooney had signed a management pact with the parents to handle the youngster's career, he is the owner of the child's talent, he is the owner of the child's talent, he is the owner of the child's talent.

Several weeks ago, it was reported that Mooney had signed a management pact with the parents to handle the youngster's career, he is the owner of the child's talent, he is the owner of the child's talent, he is the owner of the child's talent.

Scheck alleges that only because of his careful coaching and training of his child's career, he is entitled to the child's talent, he is the owner of the child's talent, he is the owner of the child's talent.

Scheck also asks that any agreement between Gordon's parents and Mooney be declared null and void, and that Mooney be enjoined from performing any further management functions for Gordon, he demands have 30 days to answer the charges.

JOCKS MAKE HAY

D.J.'s Men of 'dried interests, Most of Which Involve Loot

BY JUNE BUNDY

NEW YORK, Dec. 24.—It wasn't too many years ago that the average disk jockey suddenly realized his make and his wife would make like a turkey.

However, the ever-growing importance of the sponsor in the record business has changed all that and the average disk jockey today is rapidly becoming a jack-of-all-trades and master of many.

Among the diverse activities engaged in by jockeys today are radio, publishing and writing, motion picture and TV acting, talent management, recording (both as an artist and as a producer), radio show, motion picture production, retail record distribution, concert presentation, talent management, record production, newspaper writing, travel agency and the staging of record hops.

The industry has its share of

RCA INKS OLSEN TO DISK PACT

NEW YORK, Dec. 24.—David Olsen, 19, 1500 Madison Ave., N.Y., school man who hit the \$25,000 weekly CBS-TV "Name That Tune" on Tuesday night (30), was signed to a recording contract this week by RCA Victor.

On the same day, Miss Olsen had cut her first sides, and the diskette spent a hour working to overcome the disadvantage of a short career.

The diskette was at this week to start recording in New York, John La Rosa, RCA's producer, and the writer and producer of the "Name That Tune" show, and the writer and producer of the "Name That Tune" show.

BEHIND WAXEN CURTAIN

Reds Attempt to Crack Nippon Phono Market

TOKYO, Dec. 24.—Soviet Russia is making a serious move to take the Japanese phonograph record market. The opening of a new branch of the Russian Phonograph Corporation in Tokyo, according to 10,000 Soviet-produced disks imported early this month by Hagan Trading Company, is the first step.

The recent visit here of Russian violinist David Oistrakh and heavy metal expert of the Russian Phonograph Corporation, is the first step in the company's plan to take the Japanese market.

The Soviet firm has already released 70 r.p.m. disks of Russian folk songs, which have been imported into Japan by the Japanese Phonograph Corporation. The company is also planning to release 100 r.p.m. disks of Russian folk songs, which have been imported into Japan by the Japanese Phonograph Corporation.

Another label, "Million Voice Record Society," has made a long-term agreement to import tapes on a barter basis for various types of Japanese merchandise. With enough tapes reportedly now

Granz Cuts Catalog Price to 98c Each

To Launch Two New Labels February 1, To Be All-Pop; Down Home Dixieland Verve

BY BILL SIMON

HOLLYWOOD, Dec. 24.—30 major labels of the EP price structure, Norman Granz last week cut his existing catalogs, including about 300 EP packages, to 98 cents per disk.

Simultaneously, Granz revealed his plan to launch two new record labels on February 1. Currently, he owns Clef and Nippon—both of which are jazz labels.

According to Granz, the 98-cent price is effective "immediately" and "permanently." He intends to hold his regular length 75's and 10's at 85 cents per.

New Labels:

Granz' new labels will be Verve, which will be an all-pop operation, and Down Home, which will

specialize in Dixieland jazz as opposed to the swing/modern sounds of Clef and Nippon. The Down Home label and catalog actually are new, having been purchased by Granz two years ago. It has been inactive, however.

The Granz himself will run the Down Home label, the Verve set-up will be directed by the currently high-flying arranger Buddy Bregman.

The latter will have a free hand to sign artists and select material and will also do most of the arranging. He will share some of the ceiling, however, with Benny Carter, a long-time Granz property.

Verve Roster

The Verve roster, in addition to new pop artists, will carry a number of the Granz jazz stars whom the impresario feels have a strong chance in the pop market. These include Duke Ellington and arranger Joe Williams, Buddy Rich, Anita O'Day and Gene Krupa.

These Granz-owned artists Krupa will re-cut a big dance band, Granz' folk singer Sam Wilson also will move to Verve, according to himself will also a number of vocal artists. The first new artist signed to Verve is, however, with Gene Krupa, who will be his last Verve date this week.

40 Masters

The Down Home catalog, consisting of about 40 masters by such traditionalists as Lu Watters, pianist Ralph Sutton and vocalist Cootie Stark, has already been expanded by Granz. Recently he cut several masters with pianist Erroll Garner.

It is Granz' plan to launch both labels as catalog lines, rather than gamble entirely on hit singles. The new Verve line, he says, will consist of six LP's, six EP's and four singles. Down Home will consist of six LP's, six EP's and four singles. The new Verve line will follow later. LP's in each line will be 13-cents only while the regular Granz price of \$3.95.

New Distribution

In some instances, the distribution of the new labels will be handled by the same firms that handle Verve and/or Down Home. But Granz intends, for the most part, to get different distributors for each label.

Last week Granz held a

(Continued on page 12)

Swedes Set For Jazzmen

GOTHENBURG, Sweden, Dec. 24.—This city, which is the capital of Sweden, is getting set for a big invasion of American jazz men in 1956. Tentative dates for February 23 in Norman Granz' "Jazz at the Philharmonic" with Ella Fitzgerald, Duke Ellington, Roy Elmslie, Illinois Jacquet, Ray Brown, Phil Phillips, Herb Ellis and Gene Krupa.

Follow-up will be Lionel Hampton in March, and Sam Kirkland and Dave Brubeck, during April. Current programming of cabarets in Sweden—due to new beverage regulations—has opened a new field here for imported music and entertainers. Berlin's Scandinavia, pianist-entertainer, is currently at the Lorensberg Cabaret, one of the city's big disc and dance spots.

Greenspon New Columbia V-P

NEW YORK, Dec. 24.—Herbert M. Greenspon, a Columbia Records veteran of more than 20 years service, was promoted this week to vice-president of the diskette.

Greenspon, who earlier this year was named director of manufacturing and technical operations, will now assume additional responsibilities. His new activities will include production and manufacturing functions.

Greenspon's executive's Columbia career is somewhat in the historic Arrol tradition. In 1935, he joined the Arrol record company, a predecessor in modern Columbia, as a shipping clerk. In succession he held such posts as production control manager, factory general manager and director of manufacturing.

Request Gets More Distrib.

NEW YORK, Dec. 24.—Request Records, indie diskette, has requested its foreign and domestic distribution set-up. The label's Louis Langford has concluded a pressing agreement with the label to distribute in Spain and has set distribution in that country and England and Switzerland.

He is currently negotiating for distribution arrangements in France, Germany, Belgium and Holland. In the United States Request is being distributed by Erol.

In the United States new distribution arrangements have been concluded with 13 distributors across the country.

Juke Distribbs Launch Attack On IASACP

Ask Ops To Bottle For Maintenance Of Juke Exemption

NEW YORK, Dec. 24.—A group of juke operators, known as the Juke Operators Association, has launched an attack on the International Association of Musician's Unions (IAMU) to bottle the juke exemption.

The Juke Operators Association, which is a group of juke operators, has launched an attack on the International Association of Musician's Unions (IAMU) to bottle the juke exemption. The Juke Operators Association, which is a group of juke operators, has launched an attack on the International Association of Musician's Unions (IAMU) to bottle the juke exemption.

Several bills seeking removal of the juke exemption from the Copyright Act have been introduced on both sides of the congress. The bills are expected to be held, and that strong pressure will be exerted to

Art Ford, WNEW, New York, is another juke with varied interests, including talent "sponsorship" the recently and Peggy King on a verbal basis, and setting and the ownership and operation of a new juke here, the Vauxhall Club. Ford has also recorded as a vocal, and is currently engaged in the production of motion pictures here and abroad.

Other night club and restaurant owners among the juke operators are Larry Fisher, KPMW, Hollywood, who has a juke and cafe in Los Angeles and Palm Springs, Calif., and free-lance director Lynn Brown, who operates the Steak House in Chicago.

Record shop owners include Joe Grady and Ed Horst, WHP-TV, Philadelphia. Grady also had his own band at one time, and Morry Kaufman, WMCA, New York, who will operate a coffee record concert in New York's Palace Amusement Park next summer.

In the book authorship category (Continued on page 12)

DECCA BURSTS INTO '56

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Ames Brothers

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Vaughn Monroe

DON'T GO TO STRANGERS

c/w Steel Guitar

20-47-6325



Jaye P. Morgan

NOT ONE GOOD BYE

c/w My Bewildered Heart

20-47-6329



Elvis Presley

I FORGOT TO REMEMBER TO FORGET

c/w Mystery Train

20-47-6357



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the dealer's choice



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"going" hits rolling right into '56!



Perry Como

ALL AT ONCE YOU LOVE HER

c/w The Rose Tattoo

20-47-6254



Eddie Fisher

DUNGAREE DOLL

c/w Everybody's Got a Home but Me

20-47-6257



THE SINGING DOGS

20-47-6344



Kay Starr

THE ROCK AND ROLL WALTZ

c/w I've Changed My Mind a Thousand Times

20-47-6339

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The First Hit For The New Year

"Such a Day"—by

Rita Raines

#1010

DEED



The Cash Box, Music
December 17, 1955

RITA RAINES
"SUCH A DAY" (G&P)
B+ (MCA & Mercury)
The Cash Box, Music
December 17, 1955
The record is a beautiful
and moving ballad, a
true masterpiece of
the art of songwriting.
It is a gem of a record,
and a true masterpiece
of the art of songwriting.
It is a gem of a record,
and a true masterpiece
of the art of songwriting.

THE BILLBOARD DECEMBER 17, 1955
The Billboard Music Popularity Charts
POPULAR RECORDS
★ Review Spotlight on . . .

TALENT
RITA RAINES "Such a Day"
OL' DEVIL MOON
The Cash Box, Music
December 17, 1955
The record is a beautiful
and moving ballad, a
true masterpiece of
the art of songwriting.
It is a gem of a record,
and a true masterpiece
of the art of songwriting.

Record Promoters:
CHUCK DARWIN
1782 Broadway
New York City, N. Y.

Published by
Hill & Range Songs, Inc.
1688 Broadway
New York City, N. Y.
Johann 4-8674

Rita Raines Publicity:
STEVE SCHICKEL
438 N. Michigan
Chicago, Ill.

RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HORROR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending December 21

This Week	Last Week	Wk. on Chart	This Week	Last Week	Wk. on Chart
1. Sixteen Tons					
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: J. Town, Cap 1081 RECORDS AVAILABLE: J. Donahoe, Cap 6120; Morris & The Chops, Tip Top 301; J. Smith, Inc. 5719					
2. Memories Are Made of This					
By Gilson-Delo-Mille—Published by Mercury (BMI) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: M. Curtis, Cap 4011; D. Brown, Cap 1081					
3. He					
By Ernest Hinkle & Jack Roberts—Published by Ace (BMI) BEST SELLING RECORD: A. Hinkle, Decca 2880; McNeil Bros., Cap 4181 RECORDS AVAILABLE: E. Arnes, M-G-M 1081; G. B. Sims, Victor 26420 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
4. Autumn Leaves					
By J. Mercer, J. Perret, J. Groussin—Published by Ardis (ASCAP) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: A. Hinkle, Decca 2880; G. B. Sims, Victor 26420; Cap 1081; M. Curtis, Cap 4011; D. Brown, Cap 1081; V. Young, Decca 2881 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
4. Moments to Remember					
By William B. Allen—Published by Warner (ASCAP) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
11. Love Is a Many-Splendored Thing					
By Samm Park & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: J. Smith, Decca 2881; D. Cornell, Cap 4011; D. Brown, Cap 1081; V. Young, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
12. Band of Gold					
By Bob Mead & Jack Taylor—Published by London Music (BMI) BEST SELLING RECORD: D. Cornell, Cap 4011 RECORDS AVAILABLE: E. Arnes, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
13. Shifting, Whispering Sands					
By M. Groussin—Published by Ardis (ASCAP) BEST SELLING RECORD: E. Arnes, Decca 2881 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
14. Suddenly There's a Valley					
By C. Mayo & R. Jones—Published by Warner (ASCAP) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
15. Great Pretender					
By Bill Hays—Published by Capitol (ASCAP) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
21. Bible Tells Me So					
By Duke Egan—Published by Mercury (ASCAP) RECORDS AVAILABLE: E. Arnes, Decca 2881; D. Cornell, Cap 4011; D. Brown, Cap 1081; V. Young, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
22. White Christmas					
By J. Smith, Inc.—Published by Decca (ASCAP) RECORDS AVAILABLE: E. Arnes, Decca 2881; D. Cornell, Cap 4011; D. Brown, Cap 1081; V. Young, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
22. Tender Trap					
By Sonny Cline & J. Van Horn—Published by Ardis (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
22. Everybody's Got a Home But Me					
By E. Arnes—Published by Decca (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
6. I Hear You Knockin'					
By David Roskelley—Published by Columbia (BMI) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: M. Curtis, Cap 4011					
7. Love and Marriage					
By Sonny Cline & J. Van Horn—Published by Ardis (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: M. Curtis, Cap 4011; D. Brown, Cap 1081 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
8. Only You					
By Dick Ryan—Published by Warner (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
9. Nattin' for Christmas					
By Sid Fayer & Rex C. Bennett—Published by Rex Bennett (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
10. It's Almost Tomorrow					
By Bill Hays—Published by Capitol (ASCAP) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: D. Cornell, Cap 4011; D. Brown, Cap 1081; V. Young, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
10. Daddy-O					
By Gertie, Alton & Iva—Published by Mar-Elo (BMI) BEST SELLING RECORD: Four Aces, Decca 2881 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
17. Teen-Age Prayer					
By Robert & Lora—Published by Decca (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: G. B. Sims, Victor 26420; D. Cornell, Cap 4011; D. Brown, Cap 1081; V. Young, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
18. All at Once You Love Her					
By Rodgers & Hammerstein—Published by Chappell (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
18. Cry Me a River					
By Arthur Hammerstein—Published by Decca (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
18. Woman in Love					
By Fred Lerner—Published by Decca (ASCAP) BEST SELLING RECORD: D. Brown, Cap 1081 RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
25. Yellow Rose of Texas					
By G. B. Sims—Published by Decca (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
25. Angels in the Sky					
By Dick Ryan—Published by Warner (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
25. Croc Di Oro (Cross of Gold)					
By E. Arnes—Published by Decca (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
28. Burn That Candle					
By Sonny Cline & J. Van Horn—Published by Ardis (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
28. Lisbon Antigua					
By Caliente-Vol-Portes—Published by Decca (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					
28. Silver Bells					
By Lerner & Rose—Published by Decca (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 2881; J. Smith, Inc. 5719 ELECTRICAL TRANSCRIPTION: Fox South East, Standard; Harry Jerome Co., Long-Whisk					

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The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending December 31

RECORDS are ranked in order of their current national album sales, as indicated by The Billboard's weekly survey of the top volume dealers in many important retail cities. When significant action is reported on both sides of a record, points are combined to eliminate possible tie charts. In such a case, records are listed in order of total points. Last week's chart is shown in parentheses.

Tab. Week	Rank	Record	Weeks on Chart
1	1	SIXTEEN TONS (BMD)— Tennessee Ernie Ford You Don't Have to Be a Baby to Cry (ASCAP)—Cap 1261	1 9
2	2	MEMORIES ARE MADE OF THIS (BMD)—D. Martin Change of Heart (BMD)—Cap 1299	2 5
3	3	I HEAR YOU KNOCKIN' (BMD)— G. Strom Never Love Me (ASCAP)—Dea 3162	3 11
4	4	HE (BMD)—A. Hibbler Broom (ASCAP)—Dea 2968	4 14
5	5	MOMENTS TO REMEMBER— (ASCAP)—Four Ladies Drama On, My Love, Drama On (ASCAP)— Cap 4019	5 15
6	6	AUTUMN LEAVES (ASCAP)— R. Williams Take Care (BMD)—Kapp 116	6 10
7	7	LOVE AND MARRIAGE (ASCAP)— F. Sinatra Impassioned Youth (ASCAP)—Cap 1266	7 8
8	8	NUTTIN' FOR CHRISTMAS (ASCAP)— B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)— Dea 3162	8 3
9	9	ONLY YOU (BMD)—Flatt Buck, Bustin' and Roll (BMD)—Mercury 7603	9 14
10	10	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Sizz On, Harvest Moon (ASCAP)—Dea 2962	10 10
11	11	GREAT PRETENDER (ASCAP)— Flatt I'm Not a Dying Farmer (ASCAP)— Mercury 7615	11 2
12	12	IT'S ALMOST TOMORROW (ASCAP)—Drewn Weavers You Got Me Wondering (ASCAP)—Dea 2961	12 8
13	13	BAND OF GOLD (BMD)—D. Cherry Rumble Scum (BMD)—Cap 4019	13 4
14	14	HE (BMD)—McGuire Sisters If You Believe (ASCAP)—Cap 4181	14 17
15	15	DUNCANER DOLL (BMD)—E. Fisher Everybody's Got a Home But Me (ASCAP)—Vic 26427	15 1
16	16	SHIFTING, WHISPERING SANDS (BMD)—B. Draper Time (ASCAP)—Mercury 7606	16 14
17	17	ANGELS IN THE SKY (BMD)— Crow Cub Misty Morn (BMD)—Mercury 7616	17 3
18	18	DADDY-O (BMD)—Fontaine Sisters Adorable (BMD)—Dea 3168	18 13
19	19	ONLY YOU (BMD)—Hilltoppers Look the Best Thing Comes Along (ASCAP)— Dea 3162	19 10
20	20	TEEN-AGE PRATER (ASCAP)— G. Strom MEMORIES ARE MADE OF THIS (BMD)—Dea 15436	20 1
21	21	LISON ANTIGUA (ASCAP)— N. Riddle Ridin' Hood (ASCAP)—Cap 1267	21 1
22	22	BURN THAT GANDLE (BMD)— B. Hibbler Rock-A-Bustin' Boogie (ASCAP)—Dea 2973	22 7
23	23	NUTTIN' FOR CHRISTMAS (ASCAP)— B. Zabad Something Busted on Christmas (ASCAP)— Cap 4019	23 2
24	24	CRY ME A RIVER (ASCAP)— J. Lennon I'm Wonderful (ASCAP)—Liberty 1086	24 1
25	25	SHIFTING, WHISPERING SANDS (BMD)—B. Draper FARES 1 & 10 (BMD)—B. Vaughn Dea 3168	25 13

• THIS WEEK'S BEST BUYS

MY TREASURE (Song Smith, ASCAP)—The Hilltoppers—Dea 15437

The early appearance of this disk on the Metropolitan St. Paul chart is indicative of the fast progress the Hilltoppers' latest record has been making. Strength of the disk was evidenced in various Midwestern areas like St. Louis, Kansas City, Milwaukee, Cincinnati and Cleveland. On the East Coast, Baltimore, Providence, Boston and Philadelphia also reported excellent volume. Flip is "The Last Word in Love" (Randy Smith, ASCAP).

BE GOOD TO ME (Bergman, Vocco & Conn, ASCAP)

MY BABY GOT SUCH LOVIN' VAS (Flannery, ASCAP)—McGuire Sisters—Cap 4120

The solid string of hits that the McGuire Sisters have to their credit should be extended with their most recent issue. It has been off in Chicago, Milwaukee, Nashville, Durham, St. Louis, Pittsburgh, Buffalo, Philadelphia, Boston and other cities. So far action has

been good on both sides, with no clear-cut preference at this point. A previous Billboard "Spotlight" pick.

GO ON WITH THE WEDDING (Flannery, ASCAP)—Patti Page—Mercury 76166

GO ON WITH THE WEDDING (Flannery, ASCAP)—Kitty Kallen and George Shaw—Decca 29776

One of the most active tunes this past week, Patti Page's version was the leading seller in most territories; it racked up in usually good sales on both the retail and juke box levels in Boston, Philadelphia, Providence, Baltimore, St. Louis, Cleveland, Buffalo and Pittsburgh. The Decca record showed a similarly wide spread of acceptance in territories throughout the country, but generally was a shade under the Page disk sales-wise. Both have excellent chart potential. "The Voice Inside" (Larrell, ASCAP) is the reverse of Miss Page's record. "The Sound of the Great Sea" (Northern, ASCAP) is the flip of the Kallen-Shaw wax.

• Most Played in Juke Boxes

For survey week ending December 31

RECORDS are ranked in order of the greatest number of plays in juke boxes during the survey week, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to eliminate possible tie charts. In such a case, records are listed in order of total points. Last week's chart is shown in parentheses.

Tab. Week	Rank	Record	Weeks on Chart
1	1	SIXTEEN TONS (BMD)— Tennessee Ernie Ford You Don't Have to Be a Baby to Cry (ASCAP)—Cap 1261	1 7
2	2	MEMORIES ARE MADE OF THIS (BMD)—D. Martin Change of Heart (BMD)—Cap 1299	2 2
3	3	I HEAR YOU KNOCKIN' (BMD)— G. Strom Never Love Me (ASCAP)—Dea 3162	3 10
4	4	MOMENTS TO REMEMBER (ASCAP)—Four Ladies Drama On, My Love, Drama On (ASCAP)— Cap 4019	4 12
5	5	AUTUMN LEAVES (ASCAP)— R. Williams Take Care (BMD)—Kapp 116	5 10
6	6	ONLY YOU (BMD)—Flatt Buck, Bustin' and Roll (BMD)—Mercury 7603	6 11
7	7	SHIFTING, WHISPERING SANDS (BMD)—B. Draper Time (ASCAP)—Mercury 7606	7 11
8	8	HE (BMD)—A. Hibbler Broom (ASCAP)—Dea 2968	8 10
9	9	LOVE AND MARRIAGE (ASCAP)— F. Sinatra Impassioned Youth (ASCAP)—Cap 1266	9 4
10	10	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Sizz On, Harvest Moon (ASCAP)—Dea 2962	10 12
11	11	DADDY-O (BMD)—Fontaine Sisters Adorable (BMD)—Dea 3168	11 4
12	12	BURN THAT GANDLE (BMD)— B. Hibbler Rock-A-Bustin' Boogie (ASCAP)—Dea 2973	12 15
13	13	IT'S ALMOST TOMORROW (ASCAP)—Drewn Weavers You Got Me Wondering (ASCAP)—Dea 2961	13 4
14	14	NUTTIN' FOR CHRISTMAS (ASCAP)— B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)— Dea 3162	14 1
15	15	ONLY YOU (BMD)—Hilltoppers Look the Best Thing Comes Along (ASCAP)— Dea 3162	15 7
16	16	FEVER HOT BABY (BMD)— P. Morgan You Don't Want Me Love (ASCAP)— Vic 26427	16 5
17	17	HE (BMD)—McGuire Sisters If You Believe (ASCAP)—Cap 4181	17 14
18	18	TEEN-AGE PRATER (ASCAP)— G. Strom MEMORIES ARE MADE OF THIS (BMD)—Dea 15436	18 1
19	19	CRY ME A RIVER (ASCAP)— J. Lennon I'm Wonderful (ASCAP)—Liberty 1086	19 1
20	20	AT MY FRONT DOOR (BMD)— F. Brown Do You Know How I Feel (ASCAP)— Dea 3162	20 13
21	21	NUTTIN' FOR CHRISTMAS (ASCAP)— B. Zabad Something Busted on Christmas (ASCAP)— Cap 4019	21 1

• Most Played by Jockeys

For survey week ending December 31

RECORDS are ranked in order of the greatest number of plays on radio and juke boxes during the survey week, as determined by The Billboard's weekly survey of the nation's disk jockeys. The reverse side of each record is also listed.

Tab. Week	Rank	Record	Weeks on Chart
1	1	SIXTEEN TONS (BMD)— Tennessee Ernie Ford You Don't Have to Be a Baby to Cry (ASCAP)—Cap 1261	1 8
2	2	MEMORIES ARE MADE OF THIS (BMD)—D. Martin Change of Heart (BMD)—Cap 1299	2 4
3	3	MOMENTS TO REMEMBER (ASCAP)—Four Ladies Drama On, My Love, Drama On (ASCAP)— Cap 4019	3 10
4	4	I HEAR YOU KNOCKIN' (BMD)— G. Strom Never Love Me (ASCAP)—Dea 3162	4 10
5	5	LOVE AND MARRIAGE (ASCAP)— F. Sinatra Impassioned Youth (ASCAP)—Cap 1266	5 9
6	6	ONLY YOU (BMD)—Flatt Buck, Bustin' and Roll (BMD)—Mercury 7603	6 10
7	7	GREAT PRETENDER (ASCAP)— Flatt I'm Not a Dying Farmer (ASCAP)— Mercury 7615	7 1
8	8	ONLY YOU (BMD)—Hilltoppers Look the Best Thing Comes Along (ASCAP)— Dea 3162	8 8
9	9	BAND OF GOLD (BMD)—D. Cherry Rumble Scum (BMD)—Cap 4019	9 12
10	10	NUTTIN' FOR CHRISTMAS (ASCAP)— B. Gordon-A. Mooney Santa Claus Looks Just Like Daddy (ASCAP)— Dea 3162	10 1
11	11	BAND OF GOLD (BMD)—E. Cannon Cast Your Spell Upon the Witch—Cap 1281	11 1
12	12	AUTUMN LEAVES (ASCAP)— R. Williams Take Care (BMD)—Kapp 116	12 7
13	13	MEMORIES ARE MADE OF THIS (BMD)—G. Strom Time-After Power (ASCAP)—Dea 15436	13 1
14	14	TENDER TRAP (ASCAP)—F. Sinatra Keep Your Wits—Cap 1266	14 16
15	15	IT'S ALMOST TOMORROW (ASCAP)—Drewn Weavers You Got Me Wondering (ASCAP)—Dea 2961	15 10
16	16	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces Sizz On, Harvest Moon (ASCAP)—Dea 2962	16 10
17	17	HE (BMD)—A. Hibbler Broom (ASCAP)—Dea 2968	17 10
18	18	CRY ME A RIVER (ASCAP)— J. Lennon I'm Wonderful (ASCAP)—Liberty 1086	18 13
19	19	GREAT LA VIE (ASCAP)—S. Vaughan Broom (ASCAP)—Mercury 7617	19 11
20	20	EVERYBODY'S GOT A HOME BUT ME (ASCAP)—E. Fisher Duncaner Doll (BMD)—Vic 26427	20 1

DECCA BURSTS INTO '56

WITH A FABULOUS RELEASE BY

**caterina
VALENTE****TEMPTATION****SIBONEY***"The Hi Fi Nightingale"*DECCA
29760 • 9-29760**DECCA**
RECORDS*America's Fastest Selling Records*



**HAPPY NEW YEAR
from M-G-M**

Joni James

VARIETY
PICK

CASHBOX
PICK

BILLBOARD
BEST BUY

WALK-
IN REVIEW SPOTLIGHTS

Includes
THE NEW VERSION
of "My Believing Heart"

Available
ON LOAN
TO SHOW

THE
ORIGINAL

**MY
BELIEVING
HEART**

**ART MOONEY
and His Orchestra**

**nuttin'
for
Christmas**

Vocal by 6 year old TV star

BARRY GORDON

MGM 12094 78 rpm • K 12104 45 rpm

**CONNIE
FRANCIS**

**MY
TREASURE**

**3 BIG PLUGS
NBC, CBS
and WABD**

BETTY MADIGAN
**THERE SHOULD
BE RULES**

and
STRANGERS
MGM 12094 78 rpm • K 12104 45 rpm

ROBBIN HOOD
**A TEEN
AGE
PRAYER**

**NO
SCHOOL
TOMORROW**
MGM 12128 78 rpm • K 12138 45 rpm

SAM (The Man) TAYLOR
**HIT THE
ROAD**

**TAYLOR
MADE**
MGM 12128 78 rpm • K 12138 45 rpm

SPECIAL!

**Johnny
Oliver
sing-
CHAIN
GANG
and
THESE
HANDS**

MGM 12104 78 rpm
K 12104 45 rpm

Sheb Wooley
**ARE
YOU
SATISFIED**

**LEROY HOLMES
and His Ork.**

**SONG OF DECEMBER
and
THE LITTLE BELL**
(That Just Went Deep)
MGM 12114 78 rpm
K 12114 45 rpm

BILL GALLUS
**SOMETIME
and
FOOLISHLY**
MGM 12128 78 rpm
K 12138 45 rpm

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For January week ending December 31

Lists are based on ten reports received from top disc jockeys in each of the markets listed.

Atlanta

1. Monogram Any Made of This
O. Martin, Cap.
2. Steppen Toss, T. Enix, Cap.
3. Moments to Remember, Four Lads, Col.
4. It's Almost Tomorrow
Dorsey Wiggins, Del.
5. Head of Gold, G. Cherry, Col.
6. A. A. Hilder, Del.
7. Nutter for Christmas
B. Gordon-A. Monroy, M-G-M

Baltimore

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Mr. A. Hilder, Del.
4. I Hear You Knockin', G. Brown, Del.
5. Steppen Toss, T. Enix, Cap.
6. Head of Gold, G. Cherry, Col.
7. Nutter for Christmas
B. Gordon-A. Monroy, M-G-M
8. Only You, Flippers, Del.
9. Steppen Toss, T. Enix, Cap.
10. Moments to Remember, Four Lads, Col.

Boston

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. It's Almost Tomorrow
Dorsey Wiggins, Del.
4. Mr. A. Hilder, Del.
5. Nutter for Christmas
B. Gordon-A. Monroy, M-G-M
6. Only You, Flippers, Del.
7. Steppen Toss, T. Enix, Cap.
8. Head of Gold, G. Cherry, Col.
9. Moments to Remember, Four Lads, Col.
10. Steppen Toss, T. Enix, Cap.

Buffalo

1. Steppen Toss, T. Enix, Cap.
2. Moments to Remember, Four Lads, Col.
3. Nutter for Christmas
B. Gordon-A. Monroy, M-G-M
4. Steppen Toss, T. Enix, Cap.
5. Head of Gold, G. Cherry, Col.
6. Only You, Flippers, Del.
7. Steppen Toss, T. Enix, Cap.
8. Moments to Remember, Four Lads, Col.
9. Steppen Toss, T. Enix, Cap.
10. Moments to Remember, Four Lads, Col.

Chicago

1. Steppen Toss, T. Enix, Cap.
2. Nutter for Christmas
B. Gordon-A. Monroy, M-G-M
3. Monogram Any Made of This
O. Martin, Cap.
4. Head of Gold, G. Cherry, Col.
5. Steppen Toss, T. Enix, Cap.
6. Moments to Remember, Four Lads, Col.
7. Steppen Toss, T. Enix, Cap.
8. Head of Gold, G. Cherry, Col.
9. Steppen Toss, T. Enix, Cap.
10. Moments to Remember, Four Lads, Col.

Cincinnati

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. I Hear You Knockin', G. Brown, Del.
4. Steppen Toss, T. Enix, Cap.
5. Moments to Remember, Four Lads, Col.
6. Mr. A. Hilder, Del.
7. Steppen Toss, T. Enix, Cap.
8. Head of Gold, G. Cherry, Col.
9. Steppen Toss, T. Enix, Cap.
10. Moments to Remember, Four Lads, Col.

Cleveland

1. Great Pretender, Platters, Del.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Nutter for Christmas
B. Gordon-A. Monroy, M-G-M
5. Steppen Toss, T. Enix, Cap.
6. Head of Gold, G. Cherry, Col.
7. Steppen Toss, T. Enix, Cap.
8. Moments to Remember, Four Lads, Col.
9. Steppen Toss, T. Enix, Cap.
10. Moments to Remember, Four Lads, Col.

Dallas-Fort Worth

1. Monogram Any Made of This
O. Martin, Cap.
2. Steppen Toss, T. Enix, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Denver

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. I Hear You Knockin', G. Brown, Del.
4. Only You, Flippers, Del.
5. Steppen Toss, T. Enix, Cap.
6. Moments to Remember, Four Lads, Col.
7. Steppen Toss, T. Enix, Cap.
8. Head of Gold, G. Cherry, Col.
9. Steppen Toss, T. Enix, Cap.
10. Moments to Remember, Four Lads, Col.

Detroit

1. Monogram Any Made of This
O. Martin, Cap.
2. Steppen Toss, T. Enix, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Kansas City

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Los Angeles

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Milwaukee

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Mpls.-St. Paul

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

New Orleans

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
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8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

New York

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Philadelphia

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Pittsburgh

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

St. Louis

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

San Francisco

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Seattle

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

Toronto

1. Steppen Toss, T. Enix, Cap.
2. Monogram Any Made of This
O. Martin, Cap.
3. Steppen Toss, T. Enix, Cap.
4. Steppen Toss, T. Enix, Cap.
5. Steppen Toss, T. Enix, Cap.
6. Steppen Toss, T. Enix, Cap.
7. Steppen Toss, T. Enix, Cap.
8. Steppen Toss, T. Enix, Cap.
9. Steppen Toss, T. Enix, Cap.
10. Steppen Toss, T. Enix, Cap.

DECCA BURSTS INTO**'56***with a hit by...***Rex Allen****I'M A
YOUNG
COWBOY**

**%w THE LAST
ROUND UP
DECCA# 29729 • 9-29729**

*America's Fastest Selling Records*

Winners!

BONNIE LOU DADDY-O

King 4864

BOYD BENNETT

THE MOST

King 4853

MY BOY—FLAT TOP

King 1494

SEVENTEEN

King 1470

OTIS WILLIAMS and NEW GROUP

THAT'S YOUR MISTAKE

DeLuxe 6091

Too Late I Learned

DeLuxe 6091

BUBBER JOHNSON

COME HOME

THERE'LL BE NO ONE

King 4822

LITTLE WILLIE JOHM

HOME AT LAST

King 4841

NEED YOUR LOVE

SO BAD

King 4841

ALL AROUND

THE WORLD

King 4818

THE MIDNIGHTERS

ROCK AND ROLL

WEDDING

That House on the Hill

Federal 12240

NEW RELEASES!!

THE PLATTERS

TELL THE WORLD

I Need You All the

Time

Federal 12250

JACK DUPREE

SILENT PARTNER

She Cooks Me

Cabbage

King 4859

EARL (CONNELLY) KING

TIME WILL TELL

Here I Stand

King 4842

KING

RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG •

Listed below are records which have shown solid trade response during the past week, although actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. All at Once You Love Her Perry Como
(ASCAP) RCA Victor 8094
2. Are You Satisfied? Rusty Draper
(BMI) Mercury 70757
3. Teen-Age Prayer Gloria Mann
(BMI) Sound 124
4. The Rock and Roll Waltz Kay Starr
(BMI) RCA Victor 6359
5. Gee Whittakers Pat Boone
(BMI) Dot 15435
6. The Tender Trap Frank Sinatra
(ASCAP) Capitol 3290
7. C'est La Vie Sarah Vaughan
(ASCAP) Mercury 70727
8. Everybody's Got a Home
But Me Roy Hamilton
(ASCAP) Epic 9132
9. Take Me Back to Toyland
I'm Gonna Laugh You
Right Out of My Life Nat (King) Cole
Capitol 3305
10. My Believing Heart Joni James
(ASCAP) M-G-M 12126

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

VOX JOX

By JUNE BUNDY

GIMMIX: Tom Edwards, WERE, Cleveland, has introduced a gimmick wherein homespun-influenced pop is combined with name at checkout counters of super markets and gives their opinion on Edwards' "gimmick" the week. The clerk "mentally tabulate the trend of the answers" and report to Edwards. Edwards selects, "Here's a good gimmick for folks who attend dances or have studio audiences. I use all Christmas cards from recording stars and pass them out as souvenirs to my fans. They treasure them. . . . Gene Winkler, WNCN, Salt City, N. C., can't convince listeners that he didn't write and record Pat Boone's new disk, "Cos White."

TEAM WORK: Two Rhode Island stations—WNEL, Worcester, and WICE, Providence—have established a unique good-neighbors policy. Each week deejays Tracy Gurnea and Steve May at WNEL and operators Sherrin Strohman and Jim Winkler at WICE select a "record pick," which is then spun twice a day by all four deejays on both stations throughout the following week. Both stations

YESTERYEAR'S TOPS—

the nation's top ten on records as reported in the Billboard

DECEMBER 29, 1945:

1. It's Been a Long, Long Time
2. It Might as Well Be Spring
3. I Can't Begin to Tell You
4. Sweetheart
5. Chickory Chick
6. White Christmas
7. Waitin' for the Train to Come
8. That's for Me
9. Let It Snow! Let It Snow! Let It Snow!
10. I'll Buy That Dream
11. Till the End of Time
12. Aren't You Glad You're Young?
13. Come to Baby, Do
14. It's Only a Paper Moon
15. (Did You Ever Get That Feeling) In the Moonlight

DECEMBER 30, 1955:

1. Tennessee Waltz
2. The Thing
3. Harlow Light
4. Rhythm, the Red-Nosed Reindeer
5. Neverending
6. My Heart Cries for You
7. Busted and a Trick
8. Frisky, the Snowman
9. All My Love
10. Thinking of You

plug each other's choice, with stations alternating the "pick" of the week. Neither outfit provides listening competition for the other, and the chosen station a considerable number of plugs. According to John Thomas, WNCN program director, WNEL and WICE are "looking for a third station to go along with us on the gimmick—initially as an outlet located near or yet not in direct competition for listeners."

CHANGE OF THEME: Jim Fendley, formerly with KFLB, New, has moved to KELL, Bluffton, Idaho. . . . Don Wilson, music librarian of WDKT, Cambridge, Md., has moved for three years with the U. S. Marines. Don (also a member of the Ron and Don show and had his own program, "The Night Rider," over WDKT) wants to start a teen-age's deejay pen pal club and invites any teenage deejay interested in the idea to write to him in care of WDKT. . . . Jim O'Leary, KBBG, Hollywood, recently moved to KBBG, Dale, of Ireland. . . . Jerry Griffin, has been appointed new editor of "Musician" from 1500 to 6 p.m., daily over WNSB, Binghamton, N. Y. . . . Larry Wilson, WTKR, New Orleans, celebrated 15 years in the business last month, with more than 3,000 persons showing up at 4 a.m. to let Larry.

Today's TOP TUNES

The Low-Cost Dealer Profit-Service!

Here's the inexpensive, complete personal tool profession that's made to order for your dealer sales. Printed on a separate folder (Oat's) per page, it carries the Billboard HONOR ROLL OF HITS in 25 places with the best-selling records of each time.

Also shows all R & B and C & W records with the top classical and packaged albums as well. Today's Top Tunes carries The Billboard's famous Pop Charts right in your customer's pocketbook, building more sales and profits for you.

With your store name, address and phone number imprinted here, Today's Top Tunes becomes your good-will ambassador or counter glow-away item.



SPECIAL LOW RATES—MAIL YOUR ORDER TODAY

The Billboard • Today's Top Tunes Desk
5140 Northern Blvd., Cincinnati 23, Ohio

Please print and mail today's Top Tunes as follows:

☐ 1 each folder ☐ 1 year a month ☐ 50 copies \$1 ☐ 250 copies \$2.50
☐ Monthly ☐ Quarterly ☐ 100 copies \$2 ☐ 500 copies \$5.50

Send name, address and phone printed as above:

Name _____ (please print)

Address _____

City and State _____

Phone _____ (please print)

Ordered by _____

SAVE MORE MONEY MAKE MORE MONEY

Subscribe to The Billboard TODAY!

• Best Selling Sheet Music

Tunes are listed in order of their current national sales importance as the sheet music index trend.

1. Sixteen Tons 1 7
2. Autumn Leaves 2 16
3. He 3 14
4. Love and Marriage 4 9
5. Moments to Remember 7 14
6. Suddenly There's a Valley 5 16
7. Memories are Made of This 6 2
8. Love Is a Many-Splendored Thing 6 17
9. Bible Tells Me So 9 20
10. It's Almost Tomorrow 10 14
11. All at Once You Love Me 11 1
12. Silver Bells 12 1
13. Band of Gold 13 1
14. Nadine for Christmas 14 1
15. Shining, Whispering 15 10

The First Smash of '56!



Paula Kelly

"AIN'T SHE SWEET"

Francis Scott

Allan Copeland

Hal Dickinson

Johnny Drake

CORAL NO. 61555

b/w "GO ON WITH THE WEDDING"

THE SWINGINGEST SIDE
EVER RECORDED BY

M *The* **Modernaires**

PERSONAL MANAGEMENT *Thomas P. Sheila*

DIRECTION MCA

EXCLUSIVELY ON
CORAL
RECORDS

1955'S TOP TUNES

based on the HONOR ROLL OF HITS

A recapitulation of The Billboard's weekly Honor Roll of Hits for 1955, this chart is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include sheet music sales, record sales, juke box plays, disk jockey plays, radio-TV performances and film usage. Tunes with an asterisk (*) carried over from 1954.

Pos.	Song	Writer	Publisher	License	Pos.	Song	Writer	Publisher	License
1.	UNCHAINED MELODY	H. Zaret-A. North	Frank	ASCAP	27.	WAKE THE TOWN AND TELL THE PEOPLE	Gallop & Livingston	Joy	ASCAP
	Best Selling Records: L. Rainer, Cap; A. Hinkle, Dot; E. Haddock, Epic					Best Selling Records: L. Rainer, Cap			
2.	BALLAD OF DAVE CROCKETT	T. Blackburn-G. Burns	Wonderland	BMI	28.	"THAT'S ALL I WANT FROM YOU"	M. Roth	Weiss & Barry	BMI
	Best Selling Records: B. Hayes, Cadence; T. Ennis, Cap; F. Fisher, Col.					Best Selling Records: J. F. Morgan, Vio.			
3.	CHERRY PINK AND .. APPLE BLOSSOM WHITE	Louiguy-M. David	Chappell	ASCAP	29.	EARTH ANGEL	G. Williams	Dootsie Williams	BMI
	Best Selling Records: P. Prado, Vio.					Best Selling Records: Cewe Oats, Mercury; Fragette, Dootsie			
4.	YELLOW ROSE OF TEXAS	D. George	Planetary	ASCAP	30.	OPEN UP YOUR HEART	S. Hamblen	Hamblen	BMI
	Best Selling Records: J. DeKnight-M. Freeman					Best Selling Records: Cowboy Church Sunday School, Dea.			
5.	MELODY OF LOVE	M. Engelmann-T. Cleaver	Shapiro- Bernstein	ASCAP	31.	BIBLE TELLS ME SO ..	D. Evans	Paramount- Roy Rogers	ASCAP
	Best Selling Records: B. Vaughn, Dot; D. Carroll, Mercury; Four Aces, Dea.					Best Selling Records: D. Carroll, Coral			
6.	ROCK AROUND THE CLOCK	J. DeKnight-M. Freeman	Myers	ASCAP	32.	HONEY BABE	F. F. Webster-M. Steiner	Witmark	ASCAP
	Best Selling Records: D. Haley, Dea.					Best Selling Records: A. Mosey, M-G-M			
7.	SINCERELY	H. Fogus-A. Freed	Arc	BMI	33.	HE	R. Mullas-J. Richards	Avco	BMI
	Best Selling Records: McGee Sisters, Coral					Best Selling Records: A. Hinkle, Dea.; McGee Sisters, Coral			
8.	LOVE IS A MANY SPLENDORED THING ..	S. Fain-F. Webster	Miller	ASCAP	34.	SUDDENLY THERE'S A VALLEY	C. Meyer-B. Jones	Warren-Hill & Runge	BMI
	Best Selling Records: Four Aces, Dea.					Best Selling Records: J. Stafford Col.; G. Goss, Era			
9.	AUTUMN LEAVES ..	J. Mercer-J. Probert- J. Kozma	Amisec	ASCAP	35.	HUMMINGBIRD SONG	D. Robertson	Ross Jung- nickel	ASCAP
	Best Selling Records: E. Williams, Kapp					Best Selling Records: L. Paul & M. Ford, Cap.			
10.	AIN'T THAT A SHAME	D. Bartholomew- A. Desmond	Commodore	BMI	36.	IT'S A SIN TO TELL A LIE	B. Maybrow	Bregman, Vocan & Conn	ASCAP
	Best Selling Records: P. Boone, Dot					Best Selling Records: Scantia's 'South & The Redheads, Epic			
11.	"LET ME GO, LOVER, I CAN'T LIVE WITHOUT YOU"	L. Carlan-A. Hill	Hill & Range	BMI	37.	ONLY YOU	Back Ram	Wildwood	BMI
	Best Selling Records: J. Weber, Col.; T. Brown, Coral; F. Page, Mercury					Best Selling Records: Flattus, Mercury; Hilltoppers, Dot			
12.	"MR. SANDMAN" ..	P. Ballard	E. H. Morris	ASCAP	38.	WHATEVER LOLA WANTS	R. Adler-J. Ross	Frank	ASCAP
	Best Selling Records: Chordettes, Cadence; Four Aces, Dea.					Best Selling Records: S. Vaughan, Mercury			
13.	DANCE WITH ME, HENRY	J. Taub-J. Jones-S. Ling	Modern	BMI	39.	TEACH ME TONIGHT ..	S. Cahn-G. DePaul	Hub	ASCAP
	Best Selling Records: G. Gibbs, Mercury					Best Selling Records: DeCosta Sisters, Abbott, J. Stafford, Col.			
14.	"HEARTS OF STONE" ..	B. Jackson-E. Ray	Regent	BMI	40.	HEART	R. Adler-J. Ross	Frank	ASCAP
	Best Selling Records: Fontaine Sisters, Dot; Charm, DeLuxe					Best Selling Records: E. Fisher, Vio.			
15.	LEARNIN' THE BLUES	D. Silvers	Barton	ASCAP	41.	I HEAR YOU KNOCKIN'	D. Bartholomew	Commodore	BMI
	Best Selling Records: Y. Sauter, Cap.					Best Selling Records: G. Stone, Dot; S. Lewis, Imperial			
16.	SIXTEEN TONS	M. Travis	American Music	BMI	42.	"MAKE YOURSELF COMFORTABLE"	B. Merrill	Rylan	ASCAP
	Best Selling Records: T. Ennis, Cap.					Best Selling Records: S. Vaughan, Mercury			
17.	TWEEDLE DEE	W. Scott	Progressive	BMI	43.	ILL NEVER STOP LOVING YOU	Kahn-Bradsky	Feist	ASCAP
	Best Selling Records: G. Gibbs, Mercury; L. Baker, Atlantic					Best Selling Records: Dora Day, Col.			
18.	SEVENTEEN	Young-Gorman-Bennett	Lois	BMI	44.	LOVE AND MARRIAGE	S. Cahn-J. Van Heusen	Barton	ASCAP
	Best Selling Records: Fontaine Sisters, Dot					Best Selling Records: F. Sauter, Cap.			
19.	MOMENTS TO REMEMBER	Stillman-R. Allen	Beaver	ASCAP	45.	TINA MARIE	B. Merrill	Boncom	ASCAP
	Best Selling Records: Four Lads, Col.					Best Selling Records: P. Cava, Vio.			
20.	A BLOSSOM FELL	H. Barnes-H. Cornelius- D. John	Shapiro- Bernstein	ASCAP	46.	LONGEST WALK	E. Pola-F. Spielman	Advance	ASCAP
	Best Selling Records: Nat (King) Cole, Cap.					Best Selling Records: J. F. Morgan, Vio.			
21.	HOW IMPORTANT CAN IT BE	B. Benjamin-G. Weiss	Laurel	ASCAP	47.	"NO MORE"	L. DeJohn-D. DeJohn- J. DeJohn	Maple Leaf	BMI
	Best Selling Records: J. Jones, M-G-M; S. Vaughan, Mercury					Best Selling Records: De John Sisters, Epic; McGee Sisters, Coral			
22.	HARD TO GET	J. Segal	Witmark	ASCAP	48.	PLAY ME HEARTS AND FLOWERS	M. Curtis-S. Green	Advance	ASCAP
	Best Selling Records: G. MacKenzie, X					Best Selling Records: J. Desmond, Coral			
23.	SHIFTING, WHIS- PERING SANDS	M. & V. Gilbert	Gallatin	BMI	49.	MAYBELLENE	C. Berry	Arc	BMI
	Best Selling Records: B. Draper, Mercury; B. Vaughn, Dot					Best Selling Records: C. Berry-Cheer			
24.	SOMETHING'S GOTTA GIVE	J. Mercer	Hobbs	ASCAP	50.	MAN IN A RAINCOAT ..	W. Webster	Canadian Limited	BMI
	Best Selling Records: McGee Sisters, Coral					Best Selling Records: F. Wright, Uniqair; M. Madewe, Col.			
25.	KO KO MO	F. Wilton-J. Porter- E. Levy	Meridian	BMI					
	Best Selling Records: F. Cava, Vio.								
26.	"NAUGHTY LADY OF SHADY LANE"	Tepper & Bennett	Paxton	ASCAP					
	Best Selling Records: Ames Brothers, Vio.; A. Blyer, Cadence								

While the "Crazy One Melody" rates a position in the top recordings, we cannot give it an accurate listing on this chart as compiled by song popularity. If it were tabulated as a single song it would have rated 21st position.

The Billboard Music Popularity Charts

POPULAR RECORDS

TOP 100

For survey week ending December 14

A list of the top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

This Week	Peak	Title	Artist	Label	Weeks
1	1	SIXTEEN TONS	Tommy Dorsey	Capitol	1
2	1	MEMORIES ARE MADE OF THIS	Frank Sinatra	Capitol	1
3	1	IF I HAD YOU	Frank Sinatra	Capitol	1
4	1	MEMORIES TO REMEMBER	Frank Sinatra	Capitol	1
5	1	ONLY YOU	Frank Sinatra	Capitol	1
6	1	LOVE AND MARRIAGE	Frank Sinatra	Capitol	1
7	1	ALITTLE LEAVES	Frank Sinatra	Capitol	1
8	1	MY	Frank Sinatra	Capitol	1
9	1	MY	Frank Sinatra	Capitol	1
10	1	MY	Frank Sinatra	Capitol	1
11	1	MY	Frank Sinatra	Capitol	1
12	1	MY	Frank Sinatra	Capitol	1
13	1	MY	Frank Sinatra	Capitol	1
14	1	MY	Frank Sinatra	Capitol	1
15	1	MY	Frank Sinatra	Capitol	1
16	1	MY	Frank Sinatra	Capitol	1
17	1	MY	Frank Sinatra	Capitol	1
18	1	MY	Frank Sinatra	Capitol	1
19	1	MY	Frank Sinatra	Capitol	1
20	1	MY	Frank Sinatra	Capitol	1
21	1	MY	Frank Sinatra	Capitol	1
22	1	MY	Frank Sinatra	Capitol	1
23	1	MY	Frank Sinatra	Capitol	1
24	1	MY	Frank Sinatra	Capitol	1
25	1	MY	Frank Sinatra	Capitol	1
26	1	MY	Frank Sinatra	Capitol	1
27	1	MY	Frank Sinatra	Capitol	1
28	1	MY	Frank Sinatra	Capitol	1
29	1	MY	Frank Sinatra	Capitol	1
30	1	MY	Frank Sinatra	Capitol	1
31	1	MY	Frank Sinatra	Capitol	1
32	1	MY	Frank Sinatra	Capitol	1
33	1	MY	Frank Sinatra	Capitol	1
34	1	MY	Frank Sinatra	Capitol	1
35	1	MY	Frank Sinatra	Capitol	1
36	1	MY	Frank Sinatra	Capitol	1
37	1	MY	Frank Sinatra	Capitol	1
38	1	MY	Frank Sinatra	Capitol	1
39	1	MY	Frank Sinatra	Capitol	1
40	1	MY	Frank Sinatra	Capitol	1
41	1	MY	Frank Sinatra	Capitol	1
42	1	MY	Frank Sinatra	Capitol	1
43	1	MY	Frank Sinatra	Capitol	1
44	1	MY	Frank Sinatra	Capitol	1
45	1	MY	Frank Sinatra	Capitol	1
46	1	MY	Frank Sinatra	Capitol	1
47	1	MY	Frank Sinatra	Capitol	1
48	1	MY	Frank Sinatra	Capitol	1
49	1	MY	Frank Sinatra	Capitol	1
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51	1	MY	Frank Sinatra	Capitol	1
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75	1	MY	Frank Sinatra	Capitol	1
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77	1	MY	Frank Sinatra	Capitol	1
78	1	MY	Frank Sinatra	Capitol	1
79	1	MY	Frank Sinatra	Capitol	1
80	1	MY	Frank Sinatra	Capitol	1
81	1	MY	Frank Sinatra	Capitol	1
82	1	MY	Frank Sinatra	Capitol	1
83	1	MY	Frank Sinatra	Capitol	1
84	1	MY	Frank Sinatra	Capitol	1
85	1	MY	Frank Sinatra	Capitol	1
86	1	MY	Frank Sinatra	Capitol	1
87	1	MY	Frank Sinatra	Capitol	1
88	1	MY	Frank Sinatra	Capitol	1
89	1	MY	Frank Sinatra	Capitol	1
90	1	MY	Frank Sinatra	Capitol	1
91	1	MY	Frank Sinatra	Capitol	1
92	1	MY	Frank Sinatra	Capitol	1
93	1	MY	Frank Sinatra	Capitol	1
94	1	MY	Frank Sinatra	Capitol	1
95	1	MY	Frank Sinatra	Capitol	1
96	1	MY	Frank Sinatra	Capitol	1
97	1	MY	Frank Sinatra	Capitol	1
98	1	MY	Frank Sinatra	Capitol	1
99	1	MY	Frank Sinatra	Capitol	1
100	1	MY	Frank Sinatra	Capitol	1

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

Col-LP Plan

Continued from page 19

selling items to push off sale on slow or selling LP's which they may not carry in stock.

About 400 LP's have been placed in a "great selection" category, any one of which may be "sold" by dealers, beginning February 2, for a suggested set-up. Retail dealers will be given, at no cost, a binder listing all LP's available under the plan. Quantities of copies will also be suggested, which the dealer will use to complete the sale with his customer.

Copies will be sent to a new Columbia facility at "Fern House, Ind., which will mail the ordered album direct to the consumer or to the store, whichever is indicated. The dealer will collect from consumers when the sale is made at the consumer, stores will be billed later.

On sales completed in this manner, dealers will bill their customers at the full list price, rather than the normal discount. If the dealer elects to stock up in this category, he may do so only once a year, in March and in September. In this case, of course, the full discount is allowed.

85 Cents Each
The third major facet of "Operation Quicksilver" will provide for delivery of an ample supply of discontinued LP's to dealers at 85 cents each. Cost per 12-inch to dealer subscribing to the plan will be 85 cents.

To come into the plan, dealers may order a basic library of demonstration material consisting of 100 pre-selected LP's in all popular categories for \$85. This catalog material will be supplemented at the rate of three new LP's each month at an additional cost of 85 cents per 12-inch. Dealers will be regular prices in consumer markets and will spend "not far" above on labels.

With the debuting of the new merchandise program, Columbia will also promote heavily a bumper crop of new packages in the classical field. Heavy push will be given to a set of Henry Goodman LP's in a two-month promotion consisting of 100 pre-selected LP's in all popular categories for \$85. This catalog material will be supplemented at the rate of three new LP's each month at an additional cost of 85 cents per 12-inch. Dealers will be regular prices in consumer markets and will spend "not far" above on labels.

On the new artist line-up, major labels are placed on three new vinyl acquisitions—Glen Gould, Paganini, and Leon Fleisher. Single sales are being put in for special attention, with first releases to include new sides by Jill Corey, Jack Paar and Duane. The Corey release will be kicked off by a U. S. Steel Hour drama over CBS-TV January 4, in which the disk, featuring the title "Wait for Tomorrow" will be played in its entirety three times. The platter figures in integral part of the ad.

Columbia merchandising and sales execs who will introduce "Wait for Tomorrow" to the dealers' 37 distributors next week include Hal Cook, Bill Gallagher, Jack Lewis, Sam Karam, and George M. McKean and Ivy Townsend. They will be joined by Columbia district men Paul Pennington, Gene Blum, Gene Calk, Warner Pughan, Ken Glavin, Gene Wain, Arnold Kline, Fred Wilson and Jim Turnbull.

Mercury Plans

Continued from page 19

searchlight pointed Helen Mack to conduct a special survey of the album field, and her findings will be incorporated into the label's overall LP production plan for 1956. Mercury's new subsidiary Wags will also put special emphasis on package goods next year.

Cincinnati

RCA Victor's Al Calken was in town last week to see how things lay to week to contact the local dealers on Key Star's "Rock 'n Roll Days." He left here Thursday (28) for Pittsburgh.

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending December 21

RECORDED are listed in order of their current national selling importance on the retail level, as determined by The Billboard's weekly survey of dealers through the country. The chart is based on the week ending May 22, 1963. When significant advance is reported the back side of a record, points are noted. In each case, the week ending date is listed in bold type, the heading "Last Week" is in bold type.					
This Week	Peak	Title	Artist	Label	Weeks on Chart
1	1	SIXTEEN TONS (BMI)-Tommy Dorsey	Tommy Dorsey	Capitol	1
2	1	LOVE, LOVE, LOVE (BMI)-W. Farrow	W. Farrow	Capitol	6
3	1	JUST CALL ME LONESOME (BMI)-E. Arnold	E. Arnold	Capitol	3
4	1	EAT, DRINK AND BE MERRY (BMI)-P. Wagner	P. Wagner	Capitol	5
5	1	LET'S REMEMBER TO FORGET (BMI)-E. Presley	E. Presley	Capitol	4
6	1	ALL RIGHT (BMI)-F. Young	F. Young	Capitol	5
7	1	WHY, BABY, WHY? (BMI)-J. Bennett	J. Bennett	Capitol	5
8	1	IT'S A GREAT LIFE (BMI)-F. Young	F. Young	Capitol	7
9	1	BEAUTIFUL LIES (BMI)-J. Sheppard	J. Sheppard	Capitol	10
10	1	I'VE KISSED YOU (BMI)-L. Last	L. Last	Capitol	7
11	1	WALKED ALONE LAST NIGHT (ASCAP)-K. Wells	K. Wells	Capitol	7
12	1	WHY, BABY, WHY? (BMI)-R. Squire & W. Farrow	R. Squire & W. Farrow	Capitol	3
13	1	DON'T TAKE IT OUT ON ME (BMI)-H. Thompson	H. Thompson	Capitol	3
14	1	HONKY, HONKY BELL BALL (BMI)-Cap 3275	Capitol	1	
15	1	I FEEL LIKE CRYIN' (BMI)-Cap 3276	Capitol	1	
16	1	I DON'T CARE (BMI)-Cap 3277	Capitol	1	

Most Played in Juke Boxes

For survey week ending December 21

NEW SAVED WAS BEING CHARTED AT					
DISCORDER	as covered in order of the greatest number of places in which the record, as determined by The Rhythm Club, has been placed	Rank	Weeks on chart	Label	Weeks on chart
1	SIXTEEN TONS (BMI)—Tennessee Ernie, who says "You don't have to be a baby in sex (ASCAP)"	1	1	Capitol	1
2	LOVE, LOVE, LOVE (BMI)—W. Farrow	1	1	Capitol	1
3	JUST CALL ME LONESOME (BMI)—E. Arnold	1	1	Capitol	1
4	I FORGOT TO REMEMBER TO FORGET (BMI)—E. Fowley	1	1	Capitol	1
5	MERRY, MERRY TRAIN (BMI)—Vic 30-6357; Sox 253	1	1	Capitol	1
6	EAT, DRINK AND BE MERRY (BMI)—P. Wagner	1	1	Capitol	1
7	IT'S A GREAT LIFE (BMI)—The Youngsters	1	1	Capitol	1
8	WHY, BABY, WHY? (BMI)—G. Jones	1	1	Capitol	1
9	BEAUTIFUL LIES (BMI)—E. Tubb	1	1	Capitol	1
10	I'VE KISSED YOU (BMI)—H. Swan	1	1	Capitol	1
11	WALKED ALONE LAST NIGHT (ASCAP)	1	1	Capitol	1
12	WHY, BABY, WHY? (BMI)—G. Jones	1	1	Capitol	1
13	DON'T TAKE IT OUT ON ME (BMI)—G. Jones	1	1	Capitol	1
14	HONKY, HONKY BELL BALL (Capitol)	1	1	Capitol	1
15	I FEEL LIKE CRYIN' (BMI)—G. Jones	1	1	Capitol	1
16	I DON'T CARE (BMI)—G. Jones	1	1	Capitol	1

Most Played by Jockeys

For survey week ending December 21

This Week	Peak	Title	Artist	Label	Weeks
1	1	LOVE, LOVE, LOVE	W. Farrow	Capitol	1
2	1	SIXTEEN TONS	Tommy Dorsey	Capitol	1
3	1	WHY, BABY, WHY?	BMI-E	Capitol	1
4	1	FORGOT TO REMEMBER TO FORGET	BMI-E	Capitol	1
5	1	JUST CALL ME LONESOME	E. Arnold	Capitol	1
6	1	EAT, DRINK AND BE MERRY	P. Wagner	Capitol	1
7	1	IT'S A GREAT LIFE	BMI-E	Capitol	1
8	1	ALL RIGHT	BMI-E	Capitol	1
9	1	WHY, BABY, WHY?	BMI-E	Capitol	1
10	1	HERE YOU ARE AND GONE TOMORROW	BMI-E	Capitol	1
11	1	I FEEL LIKE CRYIN'	BMI-E	Capitol	1
12	1	TENDER COMES A SUCKER	J. Brown	Capitol	1
13	1	MYSTERY TRAIN	E. Preedy	Capitol	1
14	1	BEAUTIFUL LIES	BMI-E	Capitol	1
15	1	DO YOU WANT TO BE HAPPY	BMI-E	Capitol	1
16	1	THIRTY DAYS	BMI-E	Capitol	1

DECCA BURSTS INTO '56



Leading the C&W Parade with...

KITTY WELLS

RED FOLEY



YOU
AND
ME

NO
ONE
BUT YOU



DECCA 29740-9-29740

America's Fastest Selling Records



DECCA
RECORDS

225 Underprivileged Kids Hosted by SLA

Clothing, Toys, Refreshments
Passed Out at 10th Year Party

CHICAGO, Dec. 24.—A Merry Christmas was provided 225 underprivileged children from four Chicago youth centers here Sunday (18) at the 10th annual party sponsored by the Sherman's League of America. The event was held in the Hotel Sherman.

Over 100 volunteers and their wives worked under the supervision of Co-Chairman AJ Sweeney and Jack Duffield to make the party a happy event for the neepers.

Sally Wasserman headed up a crew that passed out cookies tops to each of the children, all of whom were transported to the hotel in chartered buses. A one-hour show was provided by Charles (Chuck) Zemaner Jr., and his students from the Hollywood Conservatory of Music. Generous helpings of ice cream, cake and milk were passed out by a company of ladies from the League's Auxiliary. Santa Claus is the person of Elmer Donahoe, of the Madison Theatre.

A large delegation of SLA members who assisted with the preparations included Charles Zemaner Sr., Henry Palk, Andre Dumont, Harold Barrows, Sam Arnes, Clark Rolden, Louis Berger, Andy Kusan, Jack Kaplan, Noble Case and Clark Schlos. Officers and post-office who helped pass out clothing and gifts, included Maurice Glavin, Ned Torti and Bernie Mendelson.

Each youngster left with two huge bags or toys and clothing that weighed in the neighborhood of 35 pounds.

Kochman Sets Plans for Two Auto Thrillers

NEW YORK, Dec. 24.—Two automobile thrill shows will be operated by the Jack Kochman Hall Drive-In in 1956. The season's first was made this week by Bob Ceira, general agent, who stressed the fact that the expansion plan called for complete dual entertainment carried by two separate units.

The purpose behind the move, Kochman, was to make it possible for early Eastern fans, as well as others that have been excluded because of time and geographical limitations, to play a double unit. Kochman's early dates thru Indiana and Ohio normally kept him out of the Midwest until many of the early fans had completed their run.

The performing personnel featured in the first show included:

Memphis Fair Pacts MCA Show, Free Acts

MEMPHIS, Dec. 24.—The 1956 Mid-South Fair, themed a centennial fair in commemoration of the anniversary of the first fair held in the Memphis area, plans to go all-out with attractions.

Already the fair has booked a special show for the midway, signed four fine acts for the exhibit buildings and is negotiating for name talent to appear in the Coliseum in its own and for a more star to be offered at the fair's rodeo.

G. W. (Bill) Wynon, the fair's secretary manager, announced that contracts have been closed with the Music Corporation of America, represented by Eldred Stacy, for a scheduled midway show. In this show, Wynon said, Chuck Cabbot and his orchestra, jazz pianist Johnny Meeker, the infre-

Rutland Fair Elects Smith As '56 Prez

RUTLAND, Vt., Dec. 24.—George C. Smith was elected president and treasurer of the Rutland Fair here at the event's annual meeting. He succeeds Carleton Wilson, who is retiring after 23 years with the organization. During that time Wilson served as trustee, director, vice-president and president.

Two other veteran officials retiring this year are Aldous W. Newton, vice-president, and Stephen C. Deary, trustee. Howard P. Davison and Tom F. Whitaker replace Smith and Newton and Deary has been replaced by Edward C. Goughan. Arthur B. Porter was re-elected secretary for his 14th term.

OUTDOOR

MAX IWANIE, BERKOWITZ and BILL GREEN (right) are congratulated by Santa Claus on his success of the Michigan Showmen's Association's annual Christmas party for underprivileged Detroit youngsters. St. Nick was played by another club member, Glen Butler, who passed out toys and gifts to over 400 youngsters at the December 18 party.

Grant Elected New President Of Regina Fair

REGINA, Sask., Dec. 24.—First vice-president of the Regina Exhibition Association for the past year, Gordon B. Grant was unanimously elected president at the annual directors' meeting. He succeeds D. J. (Dan) Pells, who has been business manager president for one year.

Moved up to the post of first vice-president is:

(Continued on page 38)

Bonanza Marks Dominican Fair Bow

CIUDAD TRUJILLO, D. R., Dec. 24.—Bonanza, spreading on the midway marked the opening days of the Dominican Republic's World's Fair. Altogether from complete, the event got under way Sunday (20) as scheduled in the 125-acre ocean-front site here with elaborate ceremonies in which Conventionists Juan Trujillo and President Hector Trujillo, brothers, participated.

The midway zone was the most nearly complete fair segment. The festival paraded in the fun area, which they immediately dubbed Cozzy Island, and swamped the concessionaires. One-day tickets included \$300 for frozen meat.

Radio City Again Skeds Water Spec

NEW YORK, Dec. 24.—Dancing Waters, fountain display, will return to Radio City Music Hall at a feature stage attraction for the third time to run in conjunction with the next scheduled motion picture, "7th City Tomorrow." The initial presentation of the German import in this country was made on the Music Hall stage several years ago. It was brought back shortly thereafter for a repeat performance.

Manager Sam Shuman said the writer spec was also again set for presentation in conjunction with the Alkon (10) Soap Boat Derby and the American Showmen's Association. Additionally, a second unit is set for California dates and a number of fans are reported set.

Gooding Buys Second M-G-R

COLUMBIUS, O., Dec. 24.—Floyd E. Gooding, owner of the Gooding Amusement Company, has placed an order for a second all-steel Merry-Co-Round with the Alan Herschell Company, North Tonawanda, N. Y.

Gooding ordered his first all-steel Merry-Co-Round at the Chicago convention. Both of the sides are 36-feet, three-ahost models.

HARRY STEVENS WINS N. Y. COLISEUM PACT

NEW YORK, Dec. 24.—The Harry M. Stevens' organization that week was awarded the food and beverage concession for the New York Coliseum, the Coliseum Exhibition Corporation announced.

There will be in the huge building 14 food bars, five liquor bars, a cafeteria and whatever other installations are required for any of the tenant events. The food bars will serve a seasonal variety of refreshment items. On each floor there will be a liquor bar and the second intermediate floor will contain a liquor bar connected

with the cafeteria, the latter to serve between 250 and 400 people. Announcement was made by Arthur Smallbeck, president of the CEC. Also at the contract signing was Harry M. Stevens, assistant to Smallbeck; Frank M. Stevens, president and treasurer of the Stevens' organization, and Joseph B. Stevens, executive vice-president and secretary.

A number of bids were considered. Stevens, among the world's largest caterers, employs between 1,000 and 4,500 people, and serves

(Continued on page 38)

ward, \$400 for pitch-till-you-win and \$5,000 for bingo.

The ride also did well but it was, and is, a bayside for the concessionaires. The one show is operating, Club 18, did well, with a reported \$1,000 opening gross. The show and its musical operation are still new to the populace and a measure of confusion results. Language difficulties also slightly affected the games operation last night.

(Continued on page 38)

Success Noted For 'Superman' At Chi Meet

NEW YORK, Dec. 24.—Several fan bookings for "Superman," the Flamingo Film-synchronized attraction, will be announced next month. One is reported. Owned by National Comics Publications, "Superman," portrayed on TV by actor George Reeves, made an appearance at the Chicago convention and reportedly aroused interest by talent people and potential buyers.

Altogether perfectly clear on what would be accomplished in the last field, the "Superman" entourage held discussions with several talent brokers, and the feeling now is that an agency can probably do more than the comics outfit, when it comes to securing dates.

The intention is to have "Superman" play opening days at last, mingling with kids, handing out autographed pictures, and fronting a kiddie variety show when the situation calls for it.

License Fee Law Plotted by Town In South Jersey

WILDLWOOD CREST, N. J., Dec. 21.—A rough draft of an ordinance to provide a more comprehensive amusement license law was read at a meeting of the Wildwood Crest commissioners last week. The commissioners will introduce it at a future meeting.

Some of the fees listed include motion shows, \$200; amusements other than pool, \$100 per day; general amusements, \$50; fishing boats, \$100; circus or tent shows, \$200 per night. Violators of the ordinance would be liable to fines as high as \$200 or 30 days imprisonment.

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MAN-MADE ISLAND

Fla. Storyland Joins Fairy Tale Park List

POMPANO BEACH, Fla., Dec. 31.—Lament in the growing chain of fairy-tale-type amusement centers in Storyland, established on an offshore, man-made island adjoining Ft. St. Johns 1, The \$750,000 man-made island, opened the day after Thanksgiving and started a wide array of eye-catching features. An opening feature was the release of 1,000 gas-filled balloons.

Storyland's location is in one of the island waterways at Pompano Beach. Fronted by an impressive array of mountains and castles, it is a miniature, food bridge, over a moat. It contains numerous riding devices and extensive operations, one of which is a periodical park newspaper, for sale as a souvenir.

Cooling fumes behind the project include Sidney C. Carwell, retired General Electric Company vice-president; Al Hennessey, advertising executive of Doss, Inc., and Dick Trelat.

Fairy Tale Bridges

Like other projects of its type, Storyland abounds in fairy tale construction, but it has the additional appeal that comes from a fair-sized kiddieland in its evidence, and there are considerable concessions there. Among these are the Driftwood and Wrecked Ship operated by Winked, a fruit and candy shop, Circus Train Pet Shop, Tiny Tink Clothing Shop, souvenir shop, gift and card shop, shoe store, Indian Village, Record Land, portrait artist and others.

There is dairy bar, and the Gingerbread House restaurant, operated by Moe Kestoff and Ted Harrison. Re-Dan Amatore print the park's souvenir newspaper.

Requiring nearly 4,000 feet of track, a Century Fairy Train of National Amusement Devotees enters the island. On opening day, attended by the governor, the train reportedly grossed \$610, and encouraging money was also turned in by the Sky Flyers, Cadillacs, Car, Merry-Go-Round, Fairy Counter, Ray Stifford's pony ride and the crane boat. The train is operated by Louie Jones (Paul Trent) and his wife, Mrs. Nancy Jones, assisted by a crew from the Seaboard Airline Railroad, which re-

lated in publicity for both the park and the railroad. Waterways are owned by Carl Frank Johnson's empire, Otter 1, and his electric-powered swim boats.

Adding to the amusement attraction was 18-year-old Bobbie Ford, Miss Storyland, who was on the New Caraway TV program for two years and now service also with WTVT, Miami.

Miss Storyland's duties also include a shop, and a Sennade Island just off the main island, containing an Indian village.

Admission price since opening day has been \$1 for adults and 25 cents for children. It is expected that a year-around schedule will be maintained.

Anna Halpin Weds F. Cook

NEW YORK, Dec. 31.—Anna Halpin, manager of Palmdome (N.Y.) Amusement Park, and Henry Cook, actor in the building movie, returned to work from a Miami honeymoon following their December 3 wedding. They are now in Fort Lee, N. J., where he is the second manager for both.

Mr. Cook has been at Palmdome for the score of years since it was acquired by the Beardsley brothers, his uncles, and is widely known in Eastern amusement circles.

Kochman Plans

Continued from page 38

tioned this year will continue intact. Some additional performing personnel have already been contracted for the new unit and others are now being added to make for a complete show. Completion of the 1956 Dodge equipment, ranging from convertibles to trucks, are scheduled for each unit.

The possibility of the sale operation of gas-powered track features was proven last year when Kochman purchased the Lucky Dogs, a gas-powered racing program, which he sold to the Kochman Film Division.

Credits also reported that co-operative deals have already been set with the Sinclair Refining Company and the Goodrich Tire Company, in addition to Dodge.

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Fire Destroys Park Niteries At Copenhagen

COPENHAGEN, Dec. 24.—A big fire hit the outdoor niteries at spot, Dyrskovslev, on Monday (24) night, causing an estimated of more than \$75,000 and gutting two dance and dance establishments.

The "Promenade Cafe" was a big wooden building with a large dance floor and stage, plus restaurant and beverage facilities. The spot had been taken over last season by new owners, Kasper Hansen and his mother, who spent a large sum for modernization, decorating and equipment.

The adjoining "Valhalla," dance, dance and show spot, was also a total loss. This also was a frame structure.

At a recent meeting Hugo Stenroos, well-known rule builder and outdoor showman, was elected president of the group of independent showmen which operates the park. Stenroos has been and is now president of the group of independent showmen and restaurant operator.

Pendergast Planning Jacksonville Kid Spot

JACKSONVILLE, N. C., Dec. 24.—Capt. Don J. Pendergast, of the U. S. Marine Corps and President of the Jacksonville Kid Spot, announced a planned May 15 opening of a kidland in Jacksonville, Fla., which will be a limited scale until mid-summer, at which time full-scale operations are planned.

Grant Heads Up Regia Fair

Continued from page 36

vice-president was E. J. Courtney and elected second vice-president was Alex Abrams.

Court, 45, has been a member of the exhibition board since 1946 and in 1953 he was chairman of the public relations and jubilee committee. He is president of a Regia Insurance firm and in 1953 was mayor of the city.

Operators of the exhibition in 1955 were a success financially as the holding program at the fairgrounds was the largest on record, according to the directors report to shareholders, presented at the 49th annual meeting by T. H. McLeod, manager.

The gross profit of \$153,687 represented a decrease of \$13,349 from 1954, due largely to the drop in rental revenue resulting from the Warter's Grain Show building for last January and the profit of \$50,500 was only \$8,350 down from the previous year.

In 1955 the fair was able to carry out and finance the largest building program in its history, spending \$1,000,000 on capital improvements and \$1,500,000 on maintenance and repairs, the report stated. At the same time, the association did find a necessity to deplete its reserves of \$175,000 invested in securities.

Largest assets as of September 30 totalled \$308,625. Attractions was also down to the point that, due largely to the year's \$1,237,762 had been spent on capital improvements, \$341,616 had been spent on capital improvements and \$133,000 on maintenance and repairs, the report stated. This represents a grand total of \$1,715,445, all of which has come from the regular earnings except that received from government grants, the report pointed out.

The report also pointed out that for the first time the summer fair attendance, at 253,340, had topped the 200,000 mark. The fair was \$7,999 over last year's total. A record net profit of \$93,650 was realized for the year.

A new revenue record of \$54,518 was set by the concession

TABLOID PAPER AS SOUVENIR A BI-MONTHLY

POMPANO BEACH, Fla., Dec. 24.—A souvenir park periodical newspaper is being set up at Storyland, new fairy tale park here. Re-Dan Amatore, owner, is taking subscriptions for six issues yearly for 10 cents. Since issues are 15 cents, the newspaper is being sold at a profit with an extra charge for personalized leaflets. The paper is about the park and the surrounding beach community.

B'walk Group Organized by A. C. Chamber

ATLANTIC CITY, Dec. 24.—Established by the Board of Directors of the Greater Atlantic City Chamber of Commerce was announced by Arthur C. Brill, president of the group, which is designed to stimulate and further the Chamber's activities with respect to the Boardwalk and its problems.

The division will include all chamber members operating on the Boardwalk and with a closely identifiable interest in its affairs. There will be no additional cost to the member beyond his regular chamber dues unless the division were to adopt some program requiring special co-operative support.

Grant Heads Up Regia Fair

Continued from page 36

department and the largest asset attendance in the history of the fair was the record set by the fair, Travelers' Day at 40,528.

Construction in 1955 included an exhibit building, a livestock building, an administrative building, a new secretary's office and superintendent's residence.

Harry Stevens

Continued from page 36

five major ball parks, more than 35 race tracks, polo matches, trade shows and exhibitions, and many special co-ops.

The new Coleman will open on April 26 with three shows appearing at the same time: The National Geographic Society, International Philatelic Show and International Automobile Show. All three shows for later days, and it is expected that the fair will be the three will be called a million, not only because of their own worth but also because of the tremendous driving power of the Coleman.

Memphis Fair

Continued from page 36

Coleman, the McQuig, Twiss, and the Vickers, comedy magicians, and the DeBary, trampolines. All of the acts who were booked thru Society of the Chicago MCA office. In recent years the fair offered free attractions in these buildings.

The fair will present a rodeo for seven days instead of nine, as in the past, Wayne said. On the two days the rodeo is thus made available, a talent show, and a strong man, will be presented instead of nine.

Wayne said that the fair expects to play to as many, if not more, rodeo patrons in seven days than it did in nine days in the past, when the rodeo was held without a main headline.

SKY WAY TRAM

One of Huges Rides Offered on Cable Cars

ESTES PARK, Colo., Dec. 24.—One of the world's longest and highest tram rides is being offered by the Denver-based Huges Engineering Company's huge new Sky Way, recently completed here.

Vaporously reminiscent of the enclosed cable lifts and gondolas of Switzerland, it is a \$200,000 installation built for "pure entertainment value" by the Denver firm. It consists of two 12-passenger cable cars which run smoothly a distance of 3,600 feet up the side of Prospect Mountain, which jets up sharply from this resort city. Round trip covers 5,500 feet in traveling time from terminal at the base to the top of the mountain, the cable cars reach 1,600 feet altitude.

The Sky Way Tram consists of two single seats without intermediate tramcars of any sort, the cars are 10 feet long and 10 feet wide, one and three-eighths inches thick, while a second cable applies motive force to the eight-wheel trolleys to which they are attached.

The cable railway is controlled by the power at the top terminal where the cars are driven up and down by a motor car instantly anywhere along the line. The speed of the cars, however, is automatically controlled by an "electrical brake," which not only holds the car at a smooth, steady pace up and down, but likewise applies a friction brake at each corner within 30 feet of the terminal, to slow it down for easing into the terminal platform.

A mechanical friction brake and an electrical brake which will cut off the power to the motor car, whether in any position are provided. In solving the problem of side sway, it was found that attaching the cars to the cable by means of more than six ties, in 35 feet of solid steel and concrete, would take care of the problem of side sway while the secondary cables which kept the cars along could be kept taut by suspending them from concrete counterweights at each end of the cable, in pairs 7½ feet deep. The secondary cables then are kept taut by being attached to the main rail as smoothly as if traveling along rails.

There is a telephone between each car and the terminal station, a system of electrical signals in the event the telephone is not, a mechanical brake which locks the trolley in place, and a "rescue car" which can be used in the event of an accident. The Huges Engineering Company has announced.

Dominican Fair

Continued from page 36

concessionaires were adjacent and regarded the problem as slight. George A. Hamed Sr., midway operator, was on his last legs, said Bernard (Bugs) Allen, manager of the midway affairs. Both reported the opening days as highly successful, with a record turnout to their best expectations. They noted that money was plentiful for their properties and both predicted that the attendance would grow rather than diminish.

Attendance was estimated at around 45,000. The gate is expected to build as the exhibits are completed, and the fair for their properties and both predicted that the attendance would grow rather than diminish.

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The announcement came will operate from 1 p.m. until 1 a.m. daily.

FAIR ASSN. MEETINGS

Indiana Association of County and District Fairs, Hotel Severn, Indianapolis, January 3. William H. Clark, 300 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Wm. H. Ehrhardt, 3159 East Mill Street, Elm Grove, secretary.

1955 Yields 47% Profit For Iowa State

DES MOINES, Dec. 24.—The Iowa State Fair realized a net profit of \$47,750 from its 1955 season, it was announced at the annual board of directors' meeting here Wednesday. Total receipts amounted to \$673,750 and expenses aggregated \$606,000.

The year's net earnings with 1054 profits of \$154,800 realized during the fair's centennial run. The '54 profit was derived from receipts of \$580,837 and expenditures of \$466,237.

This year's total receipts included \$75,346.00 from other fair activities, \$194,900.00 from other than ticket sales, and \$493,444.00 from sale of tickets.

Major disbursements included \$112,537.85 for non-fair expenses, and the total cost of the fair, other than premiums, amounted to \$434,946.57. Total premiums amounted to a record \$199,023.01. The fair this year received \$149,453.11 in additional and unexpected major expenses during the erection of several new barns. Advertising expenses in '55 amounted to \$57,892.06, while music and attractions aggregated \$112,745.50.

Canadian Assn. To Include Smaller Events

QUEBEC City, Dec. 24.—The Canadian Association of Exhibitions has amended its constitution to permit the admission of smaller fairs to its membership. Emory Boucher, secretary.

This should insure a larger membership, Boucher pointed out.

At the association's first meeting, James Paul, Edmonton, Alta., was named president, succeeding S. N. MacEachern, Saskatoon, Sask. W. R. Crawford.

(Continued on page 43)

Massachusetts Agricultural Fair Association, Woburn Hotel, Woburn, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Peterson, 3523 10th Avenue South, Minneapolis 7, secretary.

Kanawha Fair Association, Jayhawk Hotel, Toledo, January 10-11. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Dinsdale-Hilton Hotel, Columbus, January 10-12. Cobble V. Scheldt, 709-710 Bethel Building, Dayton, executive secretary.

Missouri Association of Farm and Agricultural Exhibitions, Cooper Hotel, Jefferson City, January 12. (Continued on page 47)

Mason City To Start on Race Track

MASON CITY, Ia., Dec. 24.—The North Iowa Fair will build a race track and erect bleachers as its first project on its new grounds here, Robert B. Miller, secretary.

The 20th Century Exposition is to get under way this winter. The fair's entertainment program is pending completion. Miller said.

The 20th Century Exposition will again be on the midway. Heffelfer Bros. will be in the foreground, three nights and two afternoons. Swenson Theatre will be in for two performances and Al Swenson will provide one program each of stock and big act races. Over afternoon and night it yet to be filled.

Colorado State Earmarks 12IG for Improvements

FUERBLO, Colo., Dec. 24.—The Colorado State Fair will spend over \$121,000 on plant improvements

TRACK VOTED

Grandstands on Projects List For Greenville

GREENVILLE, N. C., Dec. 24.—The Pitt County Fair directors voted last week to embark on a five-year improvement program to provide facilities for special events, including erection of a grandstand or podium, and providing of a race track straightaway. Officers were elected for the coming year and the members are anxious to see the O. C. Buck Show.

The track straightaway would eventually become part of a regular oval track, according to the development plan. Improvements over the past year included an additional livestock barn and a new fence parking-lot, the highway which is being built.

More than \$4,000 in premiums for agricultural exhibits was laid out in 1955. It was reported, and the track's attendance was about 40,000.

Norman Y. Chandler was named manager for the coming year, and the following officers were also elected: Vice-president, F. W. de Ayala, Frank Taylor at Greenville, and Charles S. Edwards of Farmville, secretary; Willard T. Kyster, and assistant secretary, Lester Lumsden.

Chandler, owner-manager of the fair in Rocky Mount, said the Buck show will also play this year. Greenville will be held next year during the week of October 8. It was the 15th annual visitation meeting, and reports indicated a successful fair was again held last season.

Mineola Resuming, '56 Dates in Doubt

WESTBURY, N. Y., Dec. 24.—There will definitely be a Mineola fair this year, the events directors have decided. But while the difficulties which forced cancellation of the 1955 event have been overcome, new problems have set in to delay announcement of the 1956 dates. Two periods of new days

The annual was called off last season due to an arrangement between the Rochester Raceway and the Yankees (N. Y.) Raceway.

Russ Pettit C. of C. Job Made Full-Time

SAN JOSE, Calif., Dec. 24.—Status of Russell E. Pettit as secretary-manager of the California County Fair was reported as "pending" after the Chamber of Commerce directors re-designated his manager's post in the organization as full-time. Pettit, C. of C. manager for 19 years, was instrumental in organizing the fair and held the dual job of directing it.

In voting the Chamber position full-time, the directors pointed out (Continued on page 47)

Weyburn, Sask. Records Banner Operations in '55

WEYBURN, Sask., Dec. 24.—One of the most successful years in the history of the Weyburn Agricultural Society was recorded at the fair's annual meeting.

Secretary-manager R. Schultz (Continued on page 47)

Richter Quits Hartford, Mich.

HARTFORD, Mich., Dec. 24.—Paul F. Richter Jr. has resigned as secretary of the Van Buren County Fair, a post he has held for several years. Report from Hartford is that Richter refused to accept his year's salary because of the poor business showing of the 1955 fair.

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WINTER FAIRS

Florida
Bradford-Edwards County Fair, Jan. 8-10 at Bradenton.
Brevard County Fair, Jan. 10-12 at Titusville.
De Soto County Fair, Jan. 10-12 at De Soto.
Hernando County Fair, Jan. 10-12 at H. R. A. Greenwald, Jan. 10-12 at H. R. A. Greenwald.
Hillsborough County Fair, Jan. 10-12 at H. R. A. Greenwald.
Pasadena County Fair, Jan. 10-12 at Pasadena.
Polk County Fair, Jan. 10-12 at Polk.
Seminole County Fair, Jan. 10-12 at Seminole.
Volusia County Fair, Jan. 10-12 at Volusia.

Grand National Again Schedules Feature for '56

SAN FRANCISCO, Dec. 24.—The Grand National Livestock Exposition, Allyn Shure and Chorus Phipps Rodeo at the Cow Palace, which showed a 92 per cent attendance increase over 1954, will again feature an outstanding attraction during its 1956 run November 2-11. Porter Seaton, president of the N. A. D. R. and cultural association, sponsors of the event, announced.

Seaton also announced that the (Continued on page 43)

Friday Opener Adds 6th Day To Rhinebeck

RHINEBECK, N. Y., Dec. 24.—The Dutchess County Fair will add six days next year, a day longer than last season. Some 70,000 attended the 1955 event, according to Perry C. Cookman, president of the Agricultural Society, and the added day is expected to increase the total.

A shift in dates last season resulted in the fair ending on a Wednesday, in order to avoid recessed horse vendors and also because there is some chance to make the move to Syracuse for the State Fair. The experiment was deemed unsuccessful.

Next season Rhinebeck will open on Friday, August 24, instead of on Saturday, August 25. The added day features the Berthoff Show.

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Crafts Frames Plans For Sponsored Dates

**Buys Big Top for Com'l Exhibitors;
Adds Ken Baker to Special Staff**

NORTH HOLLYWOOD, Calif., Dec. 24—Orville N. Crafts, of the Crafts Shows here, has announced a big top, hired four new men, and will push for sponsored dates before the end of the coming year.

Latest to join the organization, which also includes Crafts Exposition and Crafts Fairs shows, is Ken Baker, formerly a co-ordinator with Pan American Amusements, who will act as general representative. Herb Skinner and Jim Fay will work with Baker as co-ordinators. With this staff, the Crafts organization plans to offer a complete set-up for sponsored dates and community fairs.

Latest, veteran general agent for the Bob Schooner and West Coast shows, joined the organization as an agent. He is working with Crafts exhibits and shows. Leandrone, in the Northern part of the State.

The big top ordered from the United States Tent and Supply Company in Chicago is to be custom made and delivery is expected about February 1. It will be

80 by 400 feet and have a powder blue top, royal blue side walls, and orange line ends. The marquee is to be a two-tiered blue. Tent will have a built-in "marquee end" with a pole in front of the stage where the sponsoring organization may stage either professional or amateur shows. A specially designed stage is to be used with easily accessible wings.

Exhibits

Along with the new top, Crafts has ordered a complete layout for general exhibits and side shows. M. E. Taylor & Son, of Long Beach, will supply the shrimpan graphics for booths, with decorations to match the sun-drenched poles and tent-top decorations.

The new big top is expected to make its seasonal debut at the Mariposa County Fair in Merced, Calif., and the Bay Area (Calif.) Community Fair, both new dates for the Crafts organization. The Bay Area event is being staged this year for the first time.

The new exhibit will work out of a recently completed air-conditioned office building at winter quarters here.

In addition to offering organizations the exhibit tent, livestock tents will also be available. For this purpose, it is 50 by 250 instead of 80 by 400.

Crafts is entering the No. 1 rank, Crafts 50 Big Shows, in the sponsored dates. It is managed by J. Frank Warren. The second unit Exposition Shows, under the management of Roger Warren, will play its usual route of celebrations and county fairs. Usual starting date for the Exposition tent is the Carroll Festival in Hollywood, Calif., early in February.

Harry Ballard will act as host everywhere for the first unit.

Levit has been in the outdoor show field for a number of years. He was raised on the Brown, Levitt & Hughes Shows, well-known in the West some years ago. Baker, a householder for 25 years, has been in the outdoor field for eight years, seven of which were with the Pan American Amusements, a show that specializes in community fairs.

PCSA Skeds Installation January 7

LOS ANGELES, Dec. 24—Joint installation ceremonies by the Pacific Coast Showmen's Association and the Ladies' Auxiliary will be held here January 7. Heading the committees for the event are Sam Snellens and Morris Herman.

The ceremonies will wind up the showmen's program at Christmas-time festivities. A New Year's Eve party is also scheduled to be held in the PCSA clubhouse on the night of December 31, with Das D's as the chairman.

Planning for the installations was advanced at the regular meetings of the two organizations Monday night (12), when Mrs. Ann Doolan and Mrs. Herman appeared before the PCSA and urged that members advise if they can attend so that reservations can be made at the Lodge Young Audubon, where the functions will be staged.

The presidents to be honored that night are Edward J. Harris and Mrs. Herman.

San Francisco Club Switches Event Dates

SAN FRANCISCO, Dec. 24—Date of the annual memorial service and banquet and ball of the Show Folks of America has been changed to January 15 from January 8 in an act to conflict with the installation of the Pacific Coast Showmen's Association in Los Angeles. M. (Whitey) Menette, chairman, announced.

For the first time in the history of the club the events are being held on the same day. The Memorial Service will be held at Olvest Cemetery Sunday afternoon (15) at 2 p.m., with Sam Abbott, of The Railroad in Hollywood, the principal speaker.

The banquet and ball will be held that night at Sabello's at Fisherman's Wharf. In addition to dancing, a floor show will be presented.

Snellens Tops Slate Of National Showmen

NEW YORK, Dec. 24—Gerald Snellens was proposed this week for the presidency of the National Showmen's Association. Snellens, general representative of the World of Merch Shows and long active in the NSA, tops the regular ticket brought in by the nominating committee, whose chairman is Max Tabis.

Several replacements are on the ticket and several new faces will take office if the slate is approved at the elections, set for the next Tuesday, Wednesday, December 28. Morris Butchley was proposed to move from second to first vice-president, Jeff Harris moves from secretary to second vice-president, and Al McKee was offered for third vice-president.

In Toledo will become secretary and Harry Edels assistant treasurer. Harry Rosen will remain at treasurer.

Also the bylaws provide that any independent ticket be submitted 15 days prior to the elections, the present situation does not provide 15 days. It was announced at the meeting that the deadline for offering an independent slate would be last night.

The meeting was presided over by Joe McKee, past president, in the absence of President John S. Weinstein.

Governors Listed

The following were proposed for the board of governors: Harry Agos, Vincent Anderson, E. (Shap) Blauberg, David Brown, Morris Brown, Arthur Campbell, Frank Capell, Roy Corbin, Max Cohen, J. W. Crokin, Norman Y. Campbell, Sr., Maurice Elie, Jack Greenbaum, Al Howard, Aaron Hyman, H. William Jones, Johnny J. Kline, Roger Littlefield Jr., William Lough, Jim McHugh, Lewis Kirby, William E. Moore, Charley Davenport.

Sam Peterson, Sam Prell, Frank Rappaport, Al Rapp, Irving Rosenfeld, Irving Sherman, D. E. Sirovaca, Max Tabis, Morris Viner, Harry Winkovitch, Charles Worthen, Michael Weiss, Irving Yerkes, Jack Stern, H. Malch, Jay Christ, Jack Alfred, Richard Geist, Jack F. Morris, George Ross, Charles Young, Henry Kaufman, Joe Proff, Ben Weiss, Joseph Weinstein, Max Miller and Tom Wolfe.

Plans for the New Year's Eve

party were discussed by Dave Brown, who reported that Joe Gilbert and Charles Young have arranged for seven vaudeville acts to decorate their show. For the Al Romano TV and radio orchestra to play for dancing. There will be a "star" show, a musical concert, novelties and decorations, and tickets at \$2.50 per person are had for a first-class party on a first-class basis.

A second unopposed reading was made of a bylaws amendment, providing that gold life membership cards be awarded to anyone who brings in 50 new members in a two-year span.

PCSA Services Draw Record 300 Turnout

LOS ANGELES, Dec. 24—A record attendance at the annual Memorial Services of the Pacific Coast Showmen's Association and the Ladies' Auxiliary held at Showmen's Rest in Evergreen Cemetery here Sunday (12). Weather was crystal clear and snow for the ceremonies that began at 2 p.m. under the supervision of Harry C. Seher, chaplain, assisted by J. Frank Warren, PCSA president, and Edward J. Harris, club vice-president.

The ceremonies which attracted about 300 were delayed briefly when the organ failed to arrive because of a traffic jam by parade in the downtown area. However, Seher began the service with a prayer. He then sang the singing of "The Star Spangled Banner" and later offering solo of "Rock of Ages" without music. She was accompanied at the organ for her rendition of "Able Will Me" and led the final group singing.

Ted Lafore, a past president and cemetery board member, gave the invocation. With William Blawie, club counselor, delivering the welcome address. Jack Hughes, a past chaplain, made a brief talk, which was followed by the invocation.

(Continued on page 42)

New Carolina Org Announced By Sylvester

GAPFNEY, R. C., Dec. 24—Ernest Sylvester, veteran of 30 years in outdoor show business, has announced the formation of a committee for the 1956 season to be known as New Carolina Amusements.

Sylvester has four quarters here and has purchased six rides as the nucleus of his organization. His present base is late March. His plans are to tour Maryland, Virginia and North and South Carolina next season. For the first time starting in August and extending thru November, Sylvester will add eight rides and some shows.

For the past nine years Sylvester has been general agent of the Wolfe Amusement Company and was formerly secretary for the old C. D. Scott Shows. He had also been connected with the Johnny Trosky and Martin Greiner shows and earlier spent 18 years with the old American Circus Corporation, working in various capacities with the Hagenbush-Wallace, Self-Photo and John Robinson circuses. His shows had been connected with the Cole Bros. and Clyde Busby shows.

100 Turn Out For Chicago Showfolk Party

CHICAGO, Dec. 24—Over 100 members turned out for the annual Christmas party of the Showfolks of America held Sunday (16) in Youkers' Restaurant here.

President Peggy Richards presided at the table of honor, which was occupied by 12 former actresses from dramatic and musical productions whose ages ranged from 65 to 84. Iva Chappel represented the entertainment which followed a turkey dinner.

Included in the show were Roberts MacKell, Lillian Robertson, Fay Fosbury, The 4ever, Oliver England, and South Glass in the person of Judge Hanson.

The December meeting was canceled, the next meeting to be held in January 12 following the installation of officers and directors.



SHOWMEN'S LEAGUE OF AMERICA SANTA CLAUS partying party of the more than 200 youngsters who attended the organization's 10th annual Christmas party in Chicago December 18. Clothing, toys and entertainment was the fare for the shoppers from four of the city's youth centers.

Babcock Tops Other Bidders On Orange Show

SAN BERNARDINO, Calif., Dec. 24—The Frank W. Babcock United Shows were the highest bidder for the National Orange Show here next March, with the advisory committee voting Thursday (15) to recommend to the board of directors that it be accepted. Earl E. Bule, Orange Show manager, said the action was tantamount to acceptance.

Featured with the Babcock unit will be the Velour Bus, Rose, Bule and the inclusion of an attraction which was once owned which the bid accepted.

The Orange show committee spent bids for the midway contract Tuesday (13) with Crafts Shows and West Coast Shows also responded. As the bids were close, additional time until Thursday was requested to make the final decision.

Babcock's bid offered approximately \$51,000 to the Orange Show.

Harry Ferris, general agent for the carnival, said that he planned to bring in 30 major and 25 band attractions, and several sides, including the Rotor and Peppy Arcade.

Juke Box Production in '55 May Show New Record 63,000

By BOB DIETMEIER
CHICAGO, Dec. 24.—Juke box manufacturers produced 63,000 machines during 1955, 2,000 more than a year earlier, for the biggest year since the downturn began year of 1947, according to the best trade estimates currently available.

The new volume high would mean the record shattering estimated increase of 2,000 has been tallied. Estimated volume of 61,000 in 1954 edged 1953's 59,000.

Standard Sets New Quarters In Little Rock

LITTLE ROCK, Dec. 24.—Standard Automatic Distributing Company, newly appointed Wurlitzer distributor in this State, announced this week that it would set up new offices at 1613 Main Street on January 1.

Dan Lervise, president of the firm, said that a formal operator exam has been held to coincide with the opening of the new Wurlitzer line January 15.

Standard's new quarters will feature modern offices, showroom, service and parts departments, air conditioning and simple parking facilities. The firm's present quarters will be used for added warehouse space.

Lervise, a 15-year veteran in the coin machine business, is assisted by Dorothy Harwell, office manager, and Joe Hill, sales representative.

Wurlitzer Ships New Phono Line to Distributors

NORTH TONAWANDA, N.Y., Dec. 24.—A. D. Palmer, assistant manager of the Wurlitzer Phonograph Corp., announced this week that shipments of the firm's new 1956 phonograph line was going out to distributors all over the country this week.

Wurlitzer has scheduled operator showings of its new phonograph line January 15, designated as the beginning of "Wurlitzer Central Days."

Palmer said that distributors would be displaying four 104-selection phonographs, each in a new color scheme. The phonograph is reported to feature on all new cabinet design.

Also on the way to distributors, Palmer said, was the necessary auxiliary equipment and packages of promotion material for display at the showings. Central promotion planned for the coming

year includes heavy radio, television and newspaper coverage, extensive advertising banners and placards, various giveaways and feature tie-ins, with Wurlitzer's display (see The Billboard, December 17, for complete outline of Central promotion).

The tone, "Gee, Quid, It's a Wurlitzer," on a Reray label, introduced at the Wurlitzer phonograph distributor meeting in California two weeks ago, was slated for considerable presentation beginning in January. Palmer said that 2,000 copies of the record were furnished for the program.

Palmer said that the program is being programmed to tie the display to bonus draws during Wurlitzer Days to insure maximum exposure. The tone was written by Gene Ross and Howard Preston.

With 1955 nearly over, music operators throughout the country will soon be able to check their earnings for the year during the next few weeks to make a final tax calculation to show the past year's earnings compared with previous years. They will also be comparing equipment and operating costs, estimating their margin of profit per investment.

To many operators, the past year's records will reflect a sharp

turning to produce lines of smaller machines.

This new equipment development can be expected to result in a profitable year for operators, greater need for increased income this time, plus, greater attention to depreciation method.

With an experienced, full-time director of the Music Operators of America, the national operator association can be expected to begin providing more public relations and tax information for operators and increasing membership.

And with expert business growing in a steady clip, plus consideration of the above factors, it appears that 1956 for the juke box industry could be its most successful.

Music Op Assn. Gets New Name In South Bend

SOUTH BEND, Ind., Dec. 24.—The Music Operators' Association of St. Joseph Valley has a new name. To avoid confusion with the Music Operators' Association of Southern Indiana, local operators have changed their organization's name to the Music Operators' Society of St. Joseph Valley.

Meanwhile, plans for holding an operator sponsored ten-year jubilee were scheduled to highlight the organization's January 4 meeting at the offices of Carl Zinner in nearby Mishawaka.

The association just recently purchased a weekly radio program to improve public relations for the local juke box business. The ten-year program will be a continuation of this public relations effort.

MILLER INJURED, I MAN KILLED IN AUTO CRASH

LOS ANGELES, Dec. 24.—George A. Miller, president of both the Music Operators of America and the California Music Distributors' Association, was injured last week in a highway automobile collision in which the driver of the second vehicle was killed.

Miller was reported missing momentarily in his home in Los Angeles after the crash. News reports revealed he had returned to his home in Los Angeles. Miller stopped his car as he approached an early highway accident. He was struck by a red Buick sedan, which stopped, the second vehicle crashed into the rear of Miller's automobile.

OPEN LETTER

Davis Distribb Warns Ops of Copyr't Action

ST. LOUIS, Dec. 24.—The Davis Distributing Corporation this week mailed an open letter to every operator in the country, warning them of impending Washington legislation aimed at removing the juke box exemption from the 1909 Copyright Act and urging them to contact their congressmen personally this month to make sure their position has been presented.

Davis points out that the second session of the 84th Congress will convene in January and that they will be the last opportunity for operators to make known their position.

The letter goes on to list various arguments against passage of a bill which would eliminate the juke box exemption from performer's rights fees.

The letter closes stating "music operators, operators' associations, phonograph distributors and record manufacturers are all urged in their opposition to them." The letter also states that operators are closest of all to our senators and congressmen, and that they should write, call or telegraph to Washington, in which you can call on them personally and urge on them the importance to you of the defeat of these bills.

N. Y. Distribb Dime Push Aids Switch

(Editor's Note: The article below describes how one distributor helped drive conversions in New York State this year.)

For other operators, who had not yet converted, The Billboard would be anxious to hear from them, what other distributors have done and are doing to boost drive play. Copies of The Billboard article describing how operators throughout the country have switched to a dime play are available on request. Write: Cash Machine Editor, The Billboard, 118 W. Randolph St., Chicago 1, 3.

CHICAGO, Dec. 24.—If the percentage of music operators who have converted to dime play in New York State is greater than that in similar sections in the country, part of the reason may be found in the dime play campaign being waged by the Davis Distributing Corporation, headquartered in Syracuse, N. Y.

One such mail operator, a monthly biller, operator, David Degani, began hammering home the importance of switching to dime play in New York State. He has devoted a major part of his

Miami Op Assn. Banquet Lures Crowd of 250

MIAMI, Dec. 24.—Over 250 operators and their guests gathered at the Clover Club here Saturday (17) for the Amusement Machine Operators' Association of Miami's annual banquet.

Officers of the association are Willie Lyle, president; James Mullins vice-president; Kriss Nelson, secretary; and Herakl Caros, treasurer. Board of directors are: William Blitt, Paul Picot, A. J. Zevsky, Eddie Leopold, Al Miller, Harry Zinn and Larry Hermet.

Among those attending the event were Mrs. and Mrs. Ted Bush, Mr. and Mrs. Ouse Trappan, Mr. and Mrs. C. Gates and Ed Harsack, all of South Distributing Company; Mr. and Mrs. Sam Tama, Grand Lane, Tampa Distributing Company; Mr. and Mrs. Eli Fox, Ram Distributing Company; Mr. and Mrs. Mervyn Blaine, former New York and Miami operators; Mr. and Mrs. Bert Kahn, Bush Distributing Company, and Sam Tama, Grand Lane, Tampa Distributing Company, AMI Florida distributor.

Mr. and Mrs. Bob Norman, Miami operators, Southern Music Company; Jack Kishick, Miami sales manager, AMI; Mr. and Mrs. Moe Koppes, Miami operators, (Continued on page 49)

four-page publication to dime play in each jurisdiction.

In addition to explaining to operators the promotional assistance which they would provide operators in several areas quoted operators who had switched who explained their results. In one instance, the results devoted three pages to operator remarks on dime play, recognizing the fact that the dime play had increased the value of operating of a dime today must be provided by operators who have converted. Some are in groups by themselves.

A total of 35 operators were quoted in one issue on their success in switching to dime play. One operator, citing specific locations, points and percentages, the operator's testimony offered impressive evidence that where dime play is successfully launched and where customer and/or location results are more than holding their own offer the answer to increased operating costs.

Here are some representative comments in the July-August issue:

Henry Knoblauch Sr., Henry Knoblauch & Sons, Inc., Glens

"Thanks to dime play my phonographs have held up even when my prices have dropped. I would never go back to nickel play again."

30 Per Cent Increase

Frank Corry, Columbia Music Company, Syracuse

"I've reached the opinion that the future of the music business depends on 10-cent play and close operator cooperation. I would point out that during the longest hot spell in years, converted locations are more than holding their own. In the fall, 10-cent play will turn the corner. To prove this, I've reached the opinion that I would check my books for last year's summer season. It'll show it all. We've reached the halfway mark on our 100 per cent conversion, and average a steady 30 per cent increase."

John C. Chase, Chase Amusement Company, Williamsport

"The only real future in the (Continued on page 50)

Rock-Ola Names Panama Distribb

CHICAGO, Dec. 24.—The Rock-Ola Manufacturing Corporation this week appointed Electric Distributors, Inc., 79 Penn Avenue, Evansville, Ind., as distributor for much of Panama and the Panama Canal Zone.

Electric Distributors, headed by Ralph Deane, also distributes for much of Panama and the Panama Canal Zone.

K. Kummer, export manager of Rock-Ola, said that the appointment was effective immediately.

A Look at Juke Box Depreciation Via New Accelerated Tax Methods

CHICAGO, Dec. 24.—How does equipment depreciation fit into a juke box man's life? How does it affect his income? How does the depreciation schedule?

With 1955 nearly over, music operators throughout the country will soon be able to check their earnings for the year during the next few weeks to make a final tax calculation to show the past year's earnings compared with previous years. They will also be comparing equipment and operating costs, estimating their margin of profit per investment.

To many operators, the past year's records will reflect a sharp

brighter picture than witnessed in previous years, a result of using new accelerated depreciation schedules for his purposes.

With the cost of equipment, labor, rent and records increasing each year, smart operators have turned to their advantage to investigate and use the new depreciation rates set up by the Bureau of Internal Revenue in August of 1954.

Quick Depreciation

The new rates offer operators the opportunity of taking quick depreciation, as much as twice the amount (during the first year) possible via the old straight line

method, which was previously the only schedule available.

Under the straight line method of depreciation, the cost of the equipment is divided by the number of life expectancy years, depreciated equally each year. Thus, a phonograph costing \$1,000 and expected to be used for five years is depreciated \$200 a year for five purposes.

The new depreciation schedules are called accelerated schedules, the reason being that they allow depreciation in proportion to earnings power—higher write-offs while the equipment is still new. (Continued on page 51)



"May 1956 be a most
happy, pleasant and
profitable year
for everyone!"
—AMI, the AMI girl

With the bells ringing in the
New Year... here is our
sincere wish... and a pledge...
that AMI "G" will make 1956
even more prosperous!

AMI

Incorporated

1500 Union Avenue, S.E.
Grand Rapids 2, Michigan

AMI Model "G"—\$25, 50, 40 selections. More plays in less time
ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1939

Licenses: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Saxberg A/S, 6 Pøstgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Sainsbury Square, London, W. 1, England—building the BAL-AMI Juke Box

YOU'LL HAVE
REASON TO CELEBRATE
TOO WHEN
WURLITZER
CUTS ITS
100th ANNIVERSARY
BIRTHDAY CAKE



**NATIONAL WURLITZER
DAYS**



at your
**WURLITZER
DISTRIBUTOR**

**BEGINNING
SUNDAY, JAN. 15**

Estimate '55 Vending Sales Tops \$1.8 Billion, Up 10%

By BOB DIETMEIER

CHICAGO, Dec. 24—Automatic selling kept pace with the 1955 boom.

The U.S. gross national product reaching nearly 10 per cent above 1954, the vending machine industry's 3,000,000 machines have registered from dollar sales of \$1.8 billion (figured at retail), according to the best trade

estimates, 10 per cent above 1954's \$1,650,000,000.

Editor's Note: Vending magazine's 1955 edition of the industry, which will be published early in 1956, and which is based on a survey of the nation's operating companies, will provide the best measure of industry gains in 1955. The 1954 figure used above is taken from Vendo's 1955 Census of U.S. economic activity in 1956, which economists predict will exceed 1955's or at least stay at the same high level, should the vending machine industry setting new records.

New equipment, notably hot food vendors featured in November at the National Automatic Merchandising Association convention, augurs for new gains to be made by vending management in 1956. Full line vending and automatic feeding is indicated.

With hot soups and hot plate lunches being made available to employees on vending machines offered by such firms as Mella Industries, Inc., and H. J. Heinz, the latter's large producer of Campbell's Soup Company, Apex, Inc.,

and American Home Food Products, a whole new era in the development of industrial in-plant vending has been opened in 1954. In many ways other than new equipment, 1955 set the stage for new developments to come in 1956 and beyond.

With increased attention turned to automatic feeding, the question of the size of containers paid in large plants has come in for great discussion. Vending management in 1955 took a hard, long look at containers in their locations. They generally agree that—satisfied with increased service only for such automatic—food costs must be reduced, or in some places, eliminated altogether.

On the manufacturing side of the ledger for 1955, two large factors in the vending industry entered by buying firms: F. T. J. Jacobs Company, Detroit automotive parts manufacturer, bought Mills Industries in Chicago, and the U.S. Hoffman Machinery Corporation, New York, world's largest producer of vending machines.

Continued from page 57

Calif. Cig Ops' Work Lauded by Burbank Council

PASADENA, Calif., Dec. 24.—The Cigarette Vendors' Institute of California city council has been commended by Burbank city council for its action in regard to the operation of unattended outdoor machines.

In a letter directed to Arch Riddell, CVI executive director, Mayor Earle C. Bitt wrote: "It is the unanimous opinion of the city council that your institute is to be commended for the progressive steps being taken to solve the problems concerning outdoor, unattended cigarette vending machines."

"It is apparent to us that your vigorous action you have proved that a government of people and not of iron is the ideal solution to many of the problems confronting government today."

The letter was signed by the city council that your institute is to be commended for the progressive steps being taken to solve the problems concerning outdoor, unattended cigarette vending machines.

Before the proposed ordinance could be passed for a second reading and probable adoption, CVI members swung into action. Their co-operation of operators, machines were moved inside buildings, removed entirely, or peddled after closing hours.

The move was guided by Riddell, who was assisted by Henry Davidson, the institute's chairman, George Seidman, Will Gladen, Tom Martin, Ed Falter and Nick Riddell.

Following the institute's report of results to the city council, the Burbank newspaper published favorable stories on the operators' action, reporting the institute planning to continue its action to remove other machines not listed in compliance to the city.

Leaf's Lobell, Wife To Make World Tour

CHICAGO, Dec. 24.—Rolf M. Lobell, vice-president in charge of sales at Leaf Brands, Inc., will leave on an extensive tour around the world next month. Shaded mostly as a leisure and sight-seeing trip, Lobell's travels predict the future of the candy and vending fields.

Lobell and his wife, Dolly, are to make the trip by plane, boat and train, traveling at the mood strikes them. The first leg of the world's longest journey will be to New York, Chicago by plane to Lisbon.

Learning of the trip, a group of Chicago bulk vendors surprised Lobell by surprise last week when they dropped by his office with him "see you."

He presented them with a watch equipped with an alarm.

Lobell is one of the most widely known figures in the

PIONEER'S ADVICE

By HAI REYES
DETROIT, Dec. 24.—The year was about 1914. That was near the end of World War I. He started his own business as a small bulk vending machine route.

"Today he is one of the city's oldest active operators in years of experience. His 25 years of experience has operated about every type of equipment."

Working along with him was his wife. He is still in the bulk vending business. Within a radius of 80 miles of the Motor City he has on location 1,000 Scott bulk vending machines and more than 100 capsule units.

The pioneer in the vending industry, Henry C. Lankin, of Detroit, bulk operator and distributor. He has 17 employees and is even on the alert for new ways of increasing and expanding business.

Preparatory Work
Keynote to his success these years, he claims, has been based on "preparatory work" prior to setting out to service a route. This preparatory work consists of visiting a serviceman's store more fully, but without haste, and allow

servicemen to call on more outlets within a given time.

Lankin does not believe in scattering his steps over widely separated areas. He spots his locations as tightly knitted areas, one that are highly trafficked, thus eliminating excess routes mileage.

Further, he stresses the immediate service of his machines. He pays (Continued on page 53)

Pre-Route Work Key to Bulk Op \$

Bulk on Success Keyed to Variety

By SAM ARBOTT
LOS ANGELES, Dec. 24.—Wendell Vending Machine Service Company, headed by Phil Sredin, an energetic general bulk merchandise operator, is specializing in market locations here.

In San Bernardino, San Diego, 110 miles to the south of Los Angeles, he has operated the line. Sredin has seen a growth in a few machines in the largest of its kind in this area. The addition of new equipment and the reduction of routes have been imperative for him to find new locations and upgrade the other spots in his route more recently to cover increasing expenses in maintaining a staff of five persons.

"You learn by trial and error in it business," Sredin sums up his long experience. "We handle bulk gum, M&M's, Boston baked beans, milk, and lecture courses and capsule machines. This makes it possible for my firm to give well-rounded service. The client also means more money for the merchant on whose premises the machines are located."

Facts, Figures
Sredin lists his prospective location-owners with a complete sales and service record and returns to prove the earning power of his own machines. One of the points he stresses is that his equipment is sold from a single model and appearance. He uses one make exclusively and they are painted a bright red with black trimmings. Another factor that is emphasized is that the containers are Formica, affording easy cleaning.

LONE RANGER'S ADVICE NEEDED BY PUZZLED OP

FAIRGROVE, Mich., Dec. 31.—Calling the Lone Ranger. Steve Erdody needs help, and the Lone Ranger can supply it.

Erdody is none too prying his share of shops and foreign coins in the vending machine industry installed at his service station, and part of it stems to the Lone Ranger.

School children patronizing his peanut and gum machines lately have been putting everything but American pennies in them. Foremost they've been using the foreign coins given away in the package products the Lone Ranger recommends.

And now Erdody can use the Lone Ranger's help in telling the kids foreign coins are not to be used in bulk vendors in the U. S.

Ups Service With Stand-Up Van Trucks

ST. LOUIS, Dec. 24.—Three out of four "stand-up" van-type trucks, Vendall Company has improved the efficiency of servicing routes along with cutting down servicemen's fatigue.

The use of the trucks was initiated by Herman Schoedler, manager, after a study of difficulties servicemen encountered getting in and out of standard-size vans. Formerly used for route service, and the time wasted in moving routes to select items to fill an order. The eight-foot over-all height permits customers to stand up while selecting merchandise from shelves installed on both sides of the body. Routes, according to Schoedler, are serviced more quickly today, and change have been slashed due to the greater loads carried by the trucks.

Civic Welcome To Open Norris Arkansas Plant

BALD KNOR, Ark., Dec. 24.—City officials, civic clubs, and the Red Cross Individual Corporation are completing plans for the formal opening of the Norris Dispenser Plant about the middle of January.

Leading State and county officials along with businessmen are expected to participate on the main program, which is to be held during the firm's annual sales convention here.

F. L. Norris, president of Norris Dispensers, Inc., which has its headquarters at Minnetonka, Minn., announced the Bald Knor plant would employ between 100 to 125 persons when in full production, requiring an annual payroll bill of about \$600,000.

Norris will manufacture its new coin-operated, three-selection package vending machine. The machine, priced at \$395 a factory, has a capacity of 216 half-pint or three-quarter cistrons, and will also

The vendor is 75 inches high, 30 inches wide and 25 inches deep. Storing simplicity of construction, Norris said the entire inner mechanism can be withdrawn from the steel cabinet like a life and replaced with a new unit in seconds.

Oak Bows Bulk Unit To Handle Hershey-Ets

CULVER CITY, Calif., Dec. 24.—Developed by a bulk vendor designed to handle Hershey-Ets, a conical shaped chocolate piece with a nut center shell, will be marketed by the Oak Manufacturing Company, Inc.

The Hershey-Ets vendor, according to Ed H. Bland, secretary of Oak, incorporates a 5-cent, deep adjustable wheel, and comes in a variety of colors and sizes. It is priced at \$14.95 a factory.

J. J. Gallagher, sales manager of the Hershey Chocolate Corporation, Hershey, Pa., said the Hershey-Ets was introduced about a year ago, and is offered in bulk or package.

Essentially chocolate, the new candy piece is protected against heat and discoloration by its thin outer shell, which, according to Gallagher, who checked that sales are moving briskly.

Hamilton Set on Scale With Tape Repeater

NEW YORK, Dec. 24.—Howard Allen, general manager of the Hamilton Coin Company, announced this week that his firm now has in production a scale which automatically records all of the sales messages when a patron steps on to be weighed.

The unit, which may be either coin-operated or non-coin-operated, sets for \$250. A tape device with a maximum time of 75 seconds, and may be hooked up into 12.5-second spots, is an integral part of the scale.

Allen said the operator may adjust the tape device so that the seven-day time clock can automatically start off one day a week, and the operator can shut it off right and turn it on days if he wishes.

The unit can be purchased net for an extra \$5, and new

tapes with six messages will net about \$13.

The message repeater may be set so that it will be inoperative at weights of less than 50 or 60 pounds. That would prevent youngsters jumping on the non-coin scale and making pests of themselves.

Allen's operating firm, Accovest, is leasing the machines to locations for \$15 a month. The location can make his own card on message scale.

The scale itself is the Hamilton Model 452-W, which is 12 inches by 22 inches high, coin capacity is 7,500 pennies.



VICTOR Standard TOPPER
Cost of 4
\$50
ORDER NOW!
Prime clearance
will be in effect
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To Deposit, Refund C.O.D.
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VICTOR'S TOPPER
1c BALL GUM
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\$13.50 each
\$13.00 100 or
more
**AMERICA'S
FINEST
BALL GUM
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VICTOR'S
FIVE STAR
BART GUM
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15"
49"
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13" WIDE
WEIGHT 165 LBS.

**\$25
DOWN**
Balance \$10 Monthly
400 OF LUXE
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NO SPINNING!
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Victor King 34 or 36 ... \$20.00
Victor King 38 or 40 ... \$22.00
Victor King 42 or 44 ... \$24.00
Victor King 46 or 48 ... \$26.00
Victor King 50 or 52 ... \$28.00
Victor King 54 or 56 ... \$30.00
Victor King 58 or 60 ... \$32.00
Victor King 62 or 64 ... \$34.00
Victor King 66 or 68 ... \$36.00
Victor King 70 or 72 ... \$38.00
Victor King 74 or 76 ... \$40.00
Victor King 78 or 80 ... \$42.00
Victor King 82 or 84 ... \$44.00
Victor King 86 or 88 ... \$46.00
Victor King 90 or 92 ... \$48.00
Victor King 94 or 96 ... \$50.00
Victor King 98 or 100 ... \$52.00
Victor King 102 or 104 ... \$54.00
Victor King 106 or 108 ... \$56.00
Victor King 110 or 112 ... \$58.00
Victor King 114 or 116 ... \$60.00
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Victor King 158 or 160 ... \$82.00
Victor King 162 or 164 ... \$84.00
Victor King 166 or 168 ... \$86.00
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Victor King 398 or 400 ... \$202.00
Victor King 402 or 404 ... \$204.00
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Victor King 494 or 496 ... \$250.00
Victor King 498 or 500 ... \$252.00
Victor King 502 or 504 ... \$254.00
Victor King 506 or 508 ... \$256.00
Victor King 510 or 512 ... \$258.00
Victor King 514 or 516 ... \$260.00
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Victor King 542 or 544 ... \$274.00
Victor King 546 or 548 ... \$276.00
Victor King 550 or 552 ... \$278.00
Victor King 554 or 556 ... \$280.00
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Victor King 566 or 568 ... \$286.00
Victor King 570 or 572 ... \$288.00
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Victor King 578 or 580 ... \$292.00
Victor King 582 or 584 ... \$294.00
Victor King 586 or 588 ... \$296.00
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Victor King 594 or 596 ... \$300.00
Victor King 598 or 600 ... \$302.00
Victor King 602 or 604 ... \$304.00
Victor King 606 or 608 ... \$306.00
Victor King 610 or 612 ... \$308.00
Victor King 614 or 616 ... \$310.00
Victor King 618 or 620 ... \$312.00
Victor King 622 or 624 ... \$314.00
Victor King 626 or 628 ... \$316.00
Victor King 630 or 632 ... \$318.00
Victor King 634 or 636 ... \$320.00
Victor King 638 or 640 ... \$322.00
Victor King 642 or 644 ... \$324.00
Victor King 646 or 648 ... \$326.00
Victor King 650 or 652 ... \$328.00
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Victor King 666 or 668 ... \$336.00
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Victor King 686 or 688 ... \$346.00
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Victor King 702 or 704 ... \$354.00
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Victor King 726 or 728 ... \$366.00
Victor King 730 or 732 ... \$368.00
Victor King 734 or 736 ... \$370.00
Victor King 738 or 740 ... \$372.00
Victor King 742 or 744 ... \$374.00
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Victor King 750 or 752 ... \$378.00
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Victor King 762 or 764 ... \$384.00
Victor King 766 or 768 ... \$386.00
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Victor King 786 or 788 ... \$396.00
Victor King 790 or 792 ... \$398.00
Victor King 794 or 796 ... \$400.00
Victor King 798 or 800 ... \$402.00
Victor King 802 or 804 ... \$404.00
Victor King 806 or 808 ... \$406.00
Victor King 810 or 812 ... \$408.00
Victor King 814 or 816 ... \$410.00
Victor King 818 or 820 ... \$412.00
Victor King 822 or 824 ... \$414.00
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Victor King 830 or 832 ... \$418.00
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Victor King 842 or 844 ... \$424.00
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Victor King 886 or 888 ... \$446.00
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Victor King 938 or 940 ... \$472.00
Victor King 942 or 944 ... \$474.00
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Victor King 994 or 996 ... \$500.00
Victor King 998 or 1000 ... \$502.00
Victor King 1002 or 1004 ... \$504.00
Victor King 1006 or 1008 ... \$506.00
Victor King 1010 or 1012 ... \$508.00
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Victor King 1018 or 1020 ... \$512.00
Victor King 1022 or 1024 ... \$514.00
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Victor King 1086 or 1088 ... \$546.00
Victor King 1090 or 1092 ... \$548.00
Victor King 1094 or 1096 ... \$550.00
Victor King 1098 or 1100 ... \$552.00
Victor King 1102 or 1104 ... \$554.00
Victor King 1106 or 1108 ... \$556.00
Victor King 1110 or 1112 ... \$558.00
Victor King 1114 or 1116 ... \$560.00
Victor King 1118 or 1120 ... \$562.00
Victor King 1122 or 1124 ... \$564.00
Victor King 1126 or 1128 ... \$566.00
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Victor King 1166 or 1168 ... \$586.00
Victor King 1170 or 1172 ... \$588.00
Victor King 1174 or 1176 ... \$590.00
Victor King 1178 or 1180 ... \$592.00
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Victor King 1186 or 1188 ... \$596.00
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Victor King 1194 or 1196 ... \$600.00
Victor King 1198 or 1200 ... \$602.00
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Victor King 1398 or 1400 ... \$702.00
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Victor King 1482 or 1484 ... \$744.00
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Victor King 1538 or 1540 ... \$772.00
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Victor King 1610 or 1612 ... \$808.00
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Victor King 1618 or 1620 ... \$812.00
Victor King 1622 or 1624 ... \$814.00
Victor King 1626 or 1628 ... \$816.00
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Victor King 1722 or 1724 ... \$864.00
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Victor King 1766 or 1768 ... \$886.00
Victor King 1770 or 1772 ... \$888.00
Victor King 1774 or 1776 ... \$890.00
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Victor King 1782 or 1784 ... \$894.00
Victor King 1786 or 1788 ... \$896.00
Victor King 1790 or 1792 ... \$898.00
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Victor King 1802 or 1804 ... \$904.00
Victor King 1806 or 1808 ... \$906.00
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Victor King 1830 or 1832 ... \$918.00
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Victor King 1838 or 1840 ... \$922.00
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Victor King 1866 or 1868 ... \$936.00
Victor King 1870 or 1872 ... \$938.00
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Victor King 1878 or 1880 ... \$942.00
Victor King 1882 or 1884 ... \$944.00
Victor King 1886 or 1888 ... \$946.00
Victor King 1890 or 1892 ... \$948.00
Victor King 1894 or 1896 ... \$950.00
Victor King 1898 or 1900 ... \$952.00
Victor King 1902 or 1904 ... \$954.00
Victor King 1906 or 1908 ... \$956.00
Victor King 1910 or 1912 ... \$958.00
Victor King 1914 or 1916 ... \$960.00
Victor King 1918 or 1920 ... \$962.00
Victor King 1922 or 1924 ... \$964.00
Victor King 1926 or 1928 ... \$966.00
Victor King 1930 or 1932 ... \$968.00
Victor King 1934 or 1936 ... \$970.00
Victor King 1938 or 1940 ... \$972.00
Victor King 1942 or 1944 ... \$974.00
Victor King 1946 or 1948 ... \$976.00
Victor King 1950 or 1952 ... \$978.00
Victor King 1954 or 1956 ... \$980.00
Victor King 1958 or 1960 ... \$982.00
Victor King 1962 or 1964 ... \$984.00
Victor King 1966 or 1968 ... \$986.00
Victor King 1970 or 1972 ... \$988.00
Victor King 1974 or 1976 ... \$990.00
Victor King 1978 or 1980 ... \$992.00
Victor King 1982 or 1984 ... \$994.00
Victor King 1986 or 1988 ... \$996.00
Victor King 1990 or 1992 ... \$998.00
Victor King 1994 or 1996 ... \$1000.00
Victor King 1998 or 2000 ... \$1002.00
Victor King 2002 or 2004 ... \$1004.00
Victor King 2006 or 2008 ... \$1006.00
Victor King 2010 or

AMUSEMENT MACINES

Minn. Ops Open Court Action
On Free Play, Illegal Ruling

Temporary Injunction Hearing Set for
Jan. 9; Early 5-Ball Decision Asked

ST. PAUL, Dec. 24.—Counter-punching from both sides has followed closely on the lead by Miles Lord, Minnesota's attorney general, who last week decided pinball machines giving free plays were in violation of the

State's anti-gambling law and therefore illegal. The state's move was four St. Paul operators who applied to Ramsey County District Court here for a temporary injunction and stopping of free-play machines from enforcing the law which followed Lord's ruling. That action came Monday (19).

Next, George M. Scott, Hennepin County attorney in Minneapolis, convinced the grand jury here Tuesday (20) and presented evidence resulting in the indictment of two partners in the coin machine business.

Wednesday (21), a Minneapolis Appeals opinion, then his lawyer, Louis A. Bennett, with Lord, which would have permitted early court determination on whether

five-ball machines accepting only coin can give free play giving free plays are legal.

Lord followed this up with a refusal to request unless stipulation could be made including one hour or one ball machine into such court action for decision on whether such equipment could be regarded as gambling device.

John W. Craft, St. Paul lawyer and former U. S. district attorney in Minneapolis, applied to Ramsey County District Court in St. Paul for a temporary injunction and temporary restraining order in connection with Lord's opinion banning free plays.

Craft's action in behalf of the St. Paul operators, St. Paul's Schlegel, Jack N. Karter and (Continued on page 62)

IN SOLID WITH OPS

• Continued from page 1

business in game parts for the coin-operated models since the games caught fire in August.

One of the supplying firms has reported they have orders for bulbs which will keep them working at most twice their usual output for months to come.

The market has developed so rapidly that innovation and design changes are beginning to be made slowly. To the original models—basically consisted of table, bulb, bumper and coin sticks—has been added everything from bulbs in abutments to electric scoreboards.

Tables have been spaced up with lamps and new lights to better illuminate the game. Shot markers, built-in leg holders, light-up ball bumpers, coin racks, improved ball-return mechanism, and smooth-looking finishes have all been added.

One of the main shortcomings of the original tables was the fact that they took up a relatively large area of space on location. Manufacturers have overcome that drawback with larger playfields which make it possible to move one side of the table against the wall or location, permitting play from just three sides.

The lines on the playfield make it possible under the rules for a player to move a ball from position along the wall to a corner, and then back to the playfield for an unobstructed shot. The majority of tables now in production are designed to be played from either three or four sides.

The reason why any type of coin-operated amusement game proves successful on the market are never easy to analyze. But the main factors are that the game is over to operators who are relatively low price and an expected need for "something new" in the game line at home, business and cafe locations.

The game caught on fast with the public primarily because pool is already a universal game and the coin-operated versions, while different from recreation pool, still had enough of its characteristics to be readily accepted.

Unadvertised endorsements among players in many areas of the country are increasing interest. The coin-operated pool game has been reported to be the biggest thing to hit the business since shuffle bowling games—a strong factor in its introduction on the market in 1949.

Manufacturers agree that the pool games have only scratched

the surface of the market. Said Avron Gensberg, vice-president of Cenco Manufacturing and Siles Company: "The game is in its infancy with every week showing a greater volume than the previous week."

United Ships
Hi-Score, New
Electric Pool

CHICAGO, Dec. 24.—Hi-Score, a new coin-operated pool game with electrical scoreboard, was shipped to distributors this week by United Manufacturing Company.

The game is a two-player unit which is played from the front end only. It registers scores for balls dropped in any of six holes on the playfield.

Players take turns shooting, attempting to land balls in the holes which score from 100 to 500 points. Each player's score is registered automatically on scoring wheels on the scoreboard attached to the far end of the table. Two eyes and 10 balls are standard equipment.

United is the third manufacturer to introduce an electrically scored pool game. Chicago's Machine Company and Williams Manufacturing Company have had similar type games on the market.

Champion Pool,
Chi Coin Game,
Bows New Play

CHICAGO, Dec. 24.—Chicago Coin Machine Company shipped to distributors this week, Champion Pool, a new coin-operated pool game with playfield innovations.

"A new play feature of the game is a center hole in the middle of the ball bumpers."

The game is played according to the rules followed with the regular type bumper pool games, with (Continued on page 57)

Bally Ships
Broadway, New
In-Line Game

CHICAGO, Dec. 24.—Bally Manufacturing Company shipped to its distributors this week a new in-line pinball game, Broadway.

The game is an elaboration of the "magic squares" feature previously introduced.

Numerous within four corner sections of the single large card on the backboard can be retained by the player pushing a lever of four different buttons on the edge of the cabinet.

Each section, A, B, C and D, consists of four numbers. Nine other numbers on the center of the card, to fill out the 25-number card.

Push Buttons
Players press buttons below shooting the fourth or the fifth ball, depending on the panel lighted.

Numbers on the backboard card (Continued on page 58)

KEENEY BOWS
HOME PLAY
POOL GAME

CHICAGO, Dec. 24.—J. H. Keeney & Company is shipping to its distributors a new coin-operated pool game for home play.

The game is the regular size, 54 by 36-inch table, played according to the bumper pool rules. Keeney distributors sell the game to private homes for recreational use in homes, restaurants and business bars.

Paul Hunsbich, general sales manager, said the new home addition to its regular coin-operated pool line. Hunsbich reported orders for the game have been good over the three-week period it has been offered. Keeney will continue to ship the game, along with its coin pool units.

Wis. Pool Tourney Play
Boosts Ops' Receipts

WAUSAU, Wis., Dec. 24.—In the locations to notify interested players. Tournament results usually follow the games.

Eight men play against each other for the three out of four sets.

The four top teams then compete against each other for the best four out of five game series.

The two finalists play to decide the best four out of seven games.

Entry fees are purposely kept at a reasonable level to encourage plenty of participants. They range from 30 cents to \$2 per player, in addition to the cost of each game.

A typical week will compete for a winner's pot of about \$10 in entry fees and another \$4 contributed by the location owner to "enrich" it.

130 Game Models
Bowed During '55

Pool Games Edge Out Shuffle Bowlers
As Year's Favorite Production Piece

CHICAGO, Dec. 24.—Some 130 new models of coin-operated amusement games were introduced to the trade during that past year. This number easily tops 1954's output of 113 different models and is believed to be no small part of the big 1955 year to pool games.

About 30 different pool game models have been unveiled since the trend to the home was established last August. Competing for pool game business are more than 20 manufacturers.

Ranking second only to pool games in number of models introduced during the year were five-sided games. Some 19 different models were introduced, principally by D. Gottlieb & Company and the Williams Manufacturing Company, largest five-sided manufacturers.

In comparison just eight new in-line pinball games were introduced by Bally Manufacturing Company and United Manufacturing Company.

In total about 30 pinball game models were produced in 1954, revealing only a slight drop in production of these games this year.

What was probably an all-time high in shuffle bowling game production was marked up in 1954 when some 32 different models of these units were bowed. Popularity of the bowlers held steady this year, but dropped off in

the final months of the year, reaching a total of 23 different models. The outlook for 1955 in the shuffle game field is not as bright as it was in former years. This can be traced in part to the current preference for pool games at many locations.

While 1954 was a big year for pool games—15 models were produced—the period when shuffle rifle units were at their top—the number tumbled to 10 models this year. This indicates that shuffle 1950 may be another good year for pool games, with demand for these games from operators beginning to pick up again.

Steady output of kiddie ride production models was noted during the last year, with seven new 1955 models appearing on the market. About seven coin rides were also (Continued on page 59)

Fishman Buys
R&Y Novelty;
To Add Jukes

NEW YORK, Dec. 24.—The retirement of Joe Fishman has come to an end. The veteran coin machine man, who three months ago purchased his executive post with the Atlantic-Pennsylvania Corporation, Seaboard outlet, has purchased the R&Y Novelty Company at 131 Clinton Avenue, Newark, N. J.

R&Y, which was headed by Fishman, has been a game jobber and distributor for 30 years and is currently distributor for Williams games, Sanyo Rums, Frank's, and will stay on as manager of the game department.

Meanwhile, Fishman announced that he had worked out a deal with Joe Young and Leo Lipsey, Young Distributing Company, to work as a sub-distributor for Wurlitzer in the Newark area.

John Division
Fishman and R&Y will continue to deal in parts and service for Rums and will add juke box division. He added that the firm will move into new quarters in May.

Fishman had served with Atlantic-New York and with Atlantic-Pennsylvania for 10 years.

Coin Pool Could Open
New Era: NCMDA Head

CHICAGO, Dec. 24.—Coin-operated pool games "could be the real beginning of a new era" for the amusement game industry, Al Schlesinger, managing director of the National Coin Machine Distributors' Association, stated this week.

In an editorial which will appear in the forthcoming issue of Durrin's Digest, NCMDA's Schlesinger said, "The industry is in a golden opportunity of revising the unworkable and out-of-date 'one industry' coin-operated pool."

Declares Schlesinger: "We have a game (coin-operated pool) that is ignored by the public, by government officials at a national pattern. We have a game that is declining, has been abandoned, and is viewed as a legal game. If we keep it as a national pastime, and give the public the opportunity and entertainment it seeks from this game, we shall be on the road

again to public acceptance and recognition."

Let's keep the pool table simple. Let's let every business, every city, county and State in the nation. Let's restore our reputation with officials and the public," he said.

Schlesinger points out that the game of pool has been recognized as a national sport, that pool played is not a novelty, and that pool is the fastest growing game. A game of pool "is inherent to anyone who has ever handled a cue stick." "We know of no State in the union that has not recognized and increased pool tables," he said.

Pointing out that many U. S. economists have predicted that 1956 will top even record 1955 in the number of people who will be employed, he states that "our industry could make 1956 the greatest year in its history. It is up to us to make the most of the game with coin-operated games."

New York Distrib Dime Push

Continued from page 45

photograph business is at 10 cents a play. In one location we converted, the take doubled and stayed there. Filmmen either locations changed over have a 21 per cent overall increase.

\$30 to \$55 a Week
Lindy Markov, A-1 Amusement Company, Rochester

"A 54-hour restaurant here never averaged more than \$20 a week but after six weeks on 10-cent play it is now a \$52-per-week spot. Another location has held to a 40 per cent increase since it was converted three months ago."

Darvy Fabelotto, Fabelotto Appliances Company, Albany

"We are promoting 10-cent dime-a-quarter play by advertising in the local newspaper. We are 100 per cent for this change and the advertising here has already secured us more locations."

50 Per Cent Converted
Dennis Bruen, Bruen Novelty Company, Casewater

"I think dime play is the only thing that will save the operator and the music business. We are 90 per cent converted with a 25

per cent increase and the there have been difficulties we've stayed with it and conversion has worked out... to our advantage."

Victor Coste, Utica: "We 60 per cent converted with a pleasant 25 per cent increase." Michael Garneria, Albany: "Since going to dime play I have found an increase of 30 per cent on my music." Bob Charles, Binghamton Amusement Company, Binghamton: "We are a 25 per cent increase with our conversions at the 80 per cent level."

Public Education
Mrs. Gladys Collins, A. W. Col-

lins, Albany: "I strongly believe that 10-cent play will work. I have been in the business of time and public education. We've converted 75 per cent of our photo business and we are now at 30 per cent. We are going to convert our routes 100 per cent."

Tom Conroy, Syracuse:

"During the eleven days of the year I am averaging a 36 to 40 per cent increase in my converted locations. Charging to 10-cent play does have its problems but it is necessary and easily worth the effort. I'm 75 per cent converted and going all the way."

50 Per Cent Jump

T. E. Ellis, Geneva Amusement Company, Geneva

"Generally speaking, I've had a 50 per cent increase in my charge account. This increase has held up for five months. A small \$10 spot for instance is now a \$40-a-week location."

Len Zissner, Mohawk Amusement Company, Syracuse:

"I'm 90 per cent converted with a 25 per cent overall increase. Small locations have been a pleasant surprise and while some have dropped off (Editor's Note: This was during the summer months the photograph business is holding their own). This has never happened before. Ten-cent play is a good thing for the industry and here I want to remember. Some locations can't get converted soon enough... and the others always get up to 10-17."

'Small or Large'

Earl Foy, E. J. Foy Company, Watertown:

"Everybody will be better off and happier when 10-cent play hits the 100 mark. I've changed over 90 per cent of my locations and the improvement it will work it. There is a proven 30 per cent increase. One do nothing spot has risen to \$40 and is making there. Small or large, all my locations are being converted."

Roger Stephens, Upland Amusement Company, Watertown:

"We are 95 per cent converted with an overall increase of 25 per cent even during the winter months."

Chet Ray, Paramount Music Company, Utica:

"With a 50 per cent conversion I've already noticed that poor locations are up about 40 per cent and the good ones increase 20 per cent."

Tony Triangle, American Amusement Company, Syracuse and Auburn:

"My partners, Fred Scott, and I are all for 10-cent play. Some locations double, some increase 25 per cent and some may even be over all we think it is a very good thing. One location jumped from \$38 to \$104 per week and stayed there about four weeks and has now leveled off to an average \$60 a week."

COINMEN YOU KNOW

Continued from page 54

at C. A. Robinson & Company sent congratulations to Mr. and Mrs. Fred Mendosa upon the wedding of their daughter, Elma, in September, Ariz. . . Fred and Richard, sons of Fred Garza, of the Budget Sales Company's coin machine department, are carrying away honors as dancers in school plays and contests. Freddie recently appeared in a telecast dancing contest.

Miami

By RAOUF SHAPIRO

COIN-OPERATED POOL TABLES ZOOM COLLECTIONS. After a very colorful start, the new coin-operated pool tables are proving a bonanza. Ted Bush, of Bush Distributing Company, and Sam Tawes, of Tawes Distributing Company, report that operators are buying more and more coin-operated pool tables, demanding two tables so that their customers won't have to wait too long to play a game. And every operator questioned reports collections climbing every week.

Music Makers, Inc., had a rash of illnesses this week, what with Lucky Shalick being in bed; Legs Rogers, game machine, also laid up; and Rex Hickey waiting for both of them to return so that he can get into bed to nurse his cold. Another guy on the sick list was Lou Lerman, L&L Amusement, but plus to report that he is feeling much better and was at town this week on his regular buying trip.

Moie Steinberg, of Steing Amusement Company, had good reason to complain recently. Since Moie just had his car repaired after a recent accident in which his wife got hit by a reckless driver. Moie had the car out on a couple of days and again, with his wife driving, some guy went thru a stop, start, and stop. Back to the repair shop. Moie is now demanding wholesale rates. Fortunately, no one was hurt either. Another guy that got his truck messed up was Bill Rogers, of E.C. Rogers. Fort Meyer was in Miami last week on his weekly buying trip, and while making the rounds, got hit by a cab. No one hurt, but plenty damage.

This past week brought the following news people to town. Mr. and Mrs. Harry Weisberg of Atlantic Beach, Fla., arrived. Mr. and Mrs. Bobby Shad, Jerry, the A&R man for Mercury records; headliner Sid Nathan, King Records, and Irving Marcus, of Peacock Records, who is making a promotional tour of the South. Ohio, even Marvin Newark has been in town. And, of course, there's been a lot of buying at Bush. Ozzie Trappan lost 11 pounds and Teddy Bush Jr. lost his outdoor room.

Milwaukee

REN OELMAN

OF RECEIPTS SHOW IMPROVEMENT. Coin machine takes in the week just prior to the Christmas-New Year holiday period started showing improvement, according to many Milwaukee operators. Generally speaking, however, the per cent of business in line with previous years proved to be mostly on the slow side. Operators blamed the drop on the unusually heavy gift buying through the metropolitan area.

Deaux Oyle reports that he added a new man to his payroll during December. The new Billtop Coin Machine Company employee is Bob Turk, a recent graduate of U.S. Coast Guard school. Turk, however, covers the coin machine industry. Turk is being trained by Oyle to service the firm's coin machine equipment. "I'd rather hire inexperienced men and teach them in my way," says Deaux Oyle. "As long as they have a good mechanical and electrical aptitude to start with, they can be taught this business properly."

Harry Jacobs, Jr., of United, Inc., says his entire organization is eagerly awaiting the appearance of the new Warfield machine. He saw it recently in Los Angeles when Warfield unveiled it for their distribution organization. This week the United office and other offices were spending a lot of time preparing their headquarters for the new model showing slated to be held shortly after the turn of the year.

Raid Whipple, Warfield factory service engineer, spent most of his time at Milwaukee this week. He attended the United Christmas party and said it was a leg session. . . Joe Pellegrino and partner Bob Puccio say that they still are up in the air about the city's plans to build a freeway right thru their property. Their building will have to be torn down when the road plans are finalized, forcing E. R. Distributors to find a new home. "We'll never find a place with as good parking facilities as we now have," says Pellegrino.

No further word as yet about the plans for a one-stop record selling center at the East End by Rex Fisher, operating at Sam Cooper. "We'll know more about it after the first of the year," he says. Meanwhile the spanking new Puccio headquarters are jammed with crates having new equipment for their routes and plenty of goodie goods. Foot game machines, says Cooper, have taken an enormous jump in the last month.

Capital Records sales manager Bob Thompson claims that the year-end business has been keeping his organization busier than ever. Operators in Thompson's home town of Milwaukee, and "Linton Astor" and the Cole version of "Tennessee" this past week.

Detroit

By HAI REYES

NEW FIRMS SET UP. The J. M. Peavey Vending Company has been established on the far East Side by Rex Fisher, operating a vending route. . . The Thomas Vending Company has been established by Thomas Thomas, on the Central East Side. Thomas is also operating a cigarette route. . . Harry Bark, for many years a Detroit territory man, has entered the vending field, with a route established by Victrola Company. The company operates coffee and salt drink machines, specializing in both theatrical and industrial locations.

Ben Mize, who has operated a couple of confectionery stores in the Detroit area, has decided to switch to the juke box company. He is putting his units on the west, north and east sides of the city, giving a well-diversified sampling of the territory. . . Ray Smith, secretary of the United Music Operation of Michigan, and Sam Little left for a holiday vacation at Miami Springs, Fla., planning to return about the second week of January. . . Benny Sears, office secretary of the United Music Operation of Michigan, is planning to address 2,000 announcements of the organization's big March of Dimes program. . . Ben Rosen, manager of Confection Cabinet Cigar company, is negotiating a new route "Flavored Candy" passed at Variety Club as his new capacity as Chief Clerk.

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the CHAMPION
COIN-OPERATED HORSE-RIDE

BULL'S EYE
COIN-OPERATED HORSE-RIDE



Moie Elected
San Antonio
Assn. Prexy

SAN ANTONIO, Dec. 24.—William Moie and Ben Bonham were elected president and vice president, respectively, of the San Antonio Photograph Operators Association here this week during the organization's meeting.

Other officers elected were H.H. Hayes, treasurer, and Steve Dunlap, secretary. M. L. Cepulski, Shirley Jefferson and Tom Hernandez also were elected to the board of directors.

BINGO SPECIALS!

* MIAMI BEACH	White	PALM SPRINGS	\$125
* RING TONE	\$450	BEACH CLUB	125
* GAY TIME	425	TRUCKS	125
* VARIETY	270	PACIFIC CLUB	85
* GAYETY	245	PALM BEACH	65
* ICE PHONICS	170	BRIGHT LIGHTS	65
* SUN CLUB	160	ATLANTIC CITY	60
* W-F-L	145	COMET ISLAND	45
* DUCK RAMBLER	145	SPOT LIGHT	45

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3 or 4-sided play

Finest hard maple construction

Easy to service

Only Official Tournament Bumper Pool Game

The El Dorado of Bumper Pool Games

Wire, Write or Phone for Complete Details and Prices

VALLEY MANUFACTURING CO.

Minn. Ops in Court Action

Continued from page 56

Robert Wenzel, all St. Paul operators, were seized at St. Paul's police, public safety commissioner, police chief and the Ramsey County sheriff.

District Judge Clayton Parks stayed an order setting the hearing on the temporary injunction motion for January 9 before District Judge Arthur A. Stewart. Judge Parks said he would need several days to decide on the motion for a temporary restraining order. Wednesday (21) Graft withdrew the latter motion, presumably after learning Parks would decide it. The Minneapolis action Tuesday (20) by the Hennepin County

grand jury resulted in the indictment of M. M. (Doc) Benson and Martin Kantar, owner-partners of Harmony Music Company, Minneapolis. Benson and Kantar got gambling indictments, a gross misdemeanor penalized on conviction by a maximum of \$1,000 fine or one year imprisonment. After presenting evidence reportedly showing the two owned a five-ball machine which they "allowed to be set up" at a Minneapolis location, the grand jury indicted the police on January 6. Cafe owner William Dohelski was arrested and subsequently paid a fine on grand jury charges growing out of an alleged payoff on free games won by a customer.

Benson and Kantar surrendered themselves late Wednesday (21) and were arraigned before District Judge Leslie L. Anderson at Minneapolis. The plea entered in answer to charges and posted \$1,000 bond each. They were ordered to stand trial January 6. The two already are involved in litigation in the Federal Courts here as result of seizure by T-men last spring of books and records in connection with an income tax investigation.

County Attorney Scott, after keeping the grand jury in session most of Tuesday listening to presented evidence on the latter investigation, has asked grand jurors to reconvene December 27 to continue the probe. Apparently Scott is seeking indictments against at least one and possibly three other operators. Scott has advised extensively to local owners and others appearing before the grand jury to testify against operators. His action is based solely on actual cash payoffs in the last three years (outside of limitations) rather than on the free play he has under the Lord opinion which Scott asked for in the first instance November 15.

Wednesday (21), John McNeice, operator of a Minneapolis Arcade, thru his attorney Sidney Kaplan, responded to Charles Sawyer, Minneapolis city attorney, that they agree on certain terms involving a coin-operated five-ball machine for the determination of free replay legality.

Sawyer sought assistance from Attorney General Leof, explaining Kaplan asked the city to agree to certain facts in order to get an early determination of questions by the District Court. McNeice said he pulled the plug on such machines following Leof's ruling. Leof declined to an early court test on five-ball units, declaring that most machines in operation are of the type which he considered take from \$1 to \$10 in 310 in the before the player starts his game. Leof said that if he could see any other operator will agree to include these latter games—big or one-ball machines in the case, he would go along with the proposal for an early decision of the question by the courts. Otherwise, Leof said, such a test would have to hide its time on the regular court calendar. Quick determination by the court is possible only if all sides agree on stipulated facts and send the case to the court as a "submitted case."

Meanwhile, attorneys for several Minneapolis operators began planning similar action to that taken by the St. Paul operators and a temporary injunction, had delayed as late as Wednesday (21) night in settling their legal maneuver. Whether the Minneapolis group will go ahead with this court fight immediately or wait for the outcome of the St. Paul test could not be determined Wednesday night.

The full effect of Attorney General Leof's ruling was being felt by operators on free replay games through Minnesota this week. All such units have been disconnected, remaining unswitched in locations.

In the Twin Cities, police chiefs have served warnings to operators and location owners to pull plugs on such devices or face immediate arrest and confiscation of equipment.

The arrest of two customers in

Tex. Court Upholds Written Contract For Juke Operator

CHICAGO, Dec. 24.—The value of a written contract to a music operator was highlighted here this week when Judge Joseph Brown, District Court, told a divorcee location owner that he must live up to the terms of a 15-month contract entered into with the Harmony Phonograph & Cigarette Service Company or be liable for breach of contract.

The contract was agreed upon by the parties twelve October 5, 1954. The divorcee owner, Monroe Field, driven owner, filed suit with Brown November 17. The contract called for an exclusive concession of "coin-operated music" in the drive-in to the Harmony firm.

NEW YORK, Dec. 24.—Election of J. Charles Derrick as a vice-president of the Federal Music Company was announced this week by Herbert L. Barnett. Derrick has been advertising director of the firm since July, 1954.

Minneapolis tavern for "suspicion of gambling" in playing a coin-operated pool game has charged the city to the point where some citizens are privately asking police officials of "sheer harassment" and "persecution" and of "doing everything they can to do-rodle coin machines, no matter what they are."

The extreme action—in which the two men were allegedly betting between themselves on the outcome in the point where some citizens are privately asking police officials of "sheer harassment" and "persecution" and of "doing everything they can to do-rodle coin machines, no matter what they are."

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Complete Arcades

Largest—Design—Equipment—Estimates. 44 Years' Experience Write or Phone

Engelhardt, new	\$200.00	Write
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Engelhardt, new	50.00	Write
Engelhardt, new	25.00	Write
Engelhardt, new	10.00	Write
Engelhardt, new	5.00	Write
Engelhardt, new	2.50	Write
Engelhardt, new	1.25	Write
Engelhardt, new	.62	Write
Engelhardt, new	.31	Write
Engelhardt, new	.15	Write
Engelhardt, new	.08	Write
Engelhardt, new	.04	Write
Engelhardt, new	.02	Write
Engelhardt, new	.01	Write
Engelhardt, new	.00	Write

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WURLITZER

1000	WRITE
1500	\$275.00
1400	175.00

ROCK-OLA

1442 (50 Sel.)	WRITE
1434	\$165.00
1432	125.00

AMI

1-420	\$450.00
1-40	150.00
Model C	100.00

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MTW 4-3379Capitol Sets
Changes on
Pan-O-Rama

NEW YORK, Dec. 24.—Sam Goldsmith, Capitol Projection executive, announced this week that two design changes have been incorporated in the firm's Pan-O-Rama.

The optical system, he said, has been redesigned so that a much brighter picture is projected with considerably less wattage. The intermittent slow—the device which groups the film and audios 10 movies a second—has been improved to insure longer life.

Goldsmith said that Capitol is now making a semi-coinc version of the machine for sale to commercial firms for sales demonstrations.

"TWO HOLE" BILLIARDS

and all standard balls 3/4".
WANT TO BUY
Reconditioned Billiards in U.S.A.
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BRAND NEW?
3 MODEL 'T'
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3 Wurlitzer 1500's	\$160 ea.
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125's	
1 Wurlitzer 1450	\$165 ea.

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- Trimount has New England's largest stock of used Phonographs, 9 Bells and Arcade Equipment.
- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery.
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- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE,
CATALOG SHEET AND PRICE LIST
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Gams and International Amusement Distributors.Remember
IN NEW ENGLAND
IT'S TRIMOUNT
40 WALTHAM STREET
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W. J. Lanning, Inc.

GIVE TO DAMON RUNYON CANCER FUND

★ 100% WIN
★ 100% WIN
★ 100% WIN

QUEEN OF HEARTS

EASY ACES
TOPS THEM ALL!

NOW
at no extra cost, to help protect your equipment:
Extra Heavy Duty All-Steel Legs... Plated Cigarette Holders on Side Rails.

EVERY GOTTLIEB CARD GAME HAS BEEN A BIG MONEY MAKER!

★ Targets and Rollers Light Playing Cards 10 to the Ace in all 4 Suits in Various Combinations.

★ 11 Different Combinations Light Center Hole for Specials and Extra Specials.

★ All New Card Spotting ★ 4 Rotating Light Pop Bumpers and Scoring Out Hole. Boosts High Score.

★ High Score to 7 Million.

★ 2 Super Powered Flippers.

★ 2 Cyclonic Kickers.

Amusement Pinballs
as American as Baseball and Hot Dogs!

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WESTING WELLS	100	SWITZER	100
TRIN BULL	100	STAR POOL	100
STARBUCK	100	CURTIS	100
LATY LOCK	100	PEYMAN	100
GOLD STAR	100	BIG BEN	100
DAVE MAE	100	THUNDERBOLT	100
ROSE HALLS	100	ESALINE	100
JOCKEY CLUB	100	JALOPY	100
HORNED	100	SEA JERRY	100
ROY'S BALL	100	TIMES SQUARE	100
CYCLONE	100	SILVER SHOTS	100
MARIE E. BUSH	100	PANATOPPE	100
CRANFORD	100	MAIDEN	100

LATE SHUFFLE GAMES

BLUNDER	100	DELUXE CLIPPER	100
HOLLYWOOD	100	DELUXE LIGHTNING	100
DELUXE	100	DELUXE MARQUEE	100
THUNDERBOLT	100	RAINER	100
DELUXE VINO	100	ACE	100
DELUXE GEMMY	100	LEADER	100
DELUXE TABLETTS	100	NOVEMBER	100
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Gottlieb Ships Spot Pool Game

CHICAGO, Dec. 24.—D. Gottlieb & Company has shipped to its distributor, Spot Pool, new coin-operated pool game.

The game is a regular-type model with lined playfield for three or four players.

Gottlieb announced its intention to enter the coin pool game field early this month. The Billboard, December 17, the entry of the firm into pool game manufacturing accounts for every large Chicago game manufacturer as a game producer.

Spot Pool has an optional table lamp that screws onto a bumper post at the middle of the playfield, has hinged top and front door, metal ball tracks, colored bumper protectors, tilted red markers, and newly designed cabinet.

Genco Preps New King-Size Pool Table

CHICAGO, Dec. 24.—King Size Tournament Pool, a new pool game with different play features is being tested for production by Genco Manufacturing & Sales Company this week.

According to Avon Gendreau, Genco vice president, the game will be played according to regular bumper pool rules, but will have a slightly different playfield arrangement.

In addition to new play features, the table will be 18 inches longer than the regular Genco models.

The game will have the regular lined playfield for three-side play. According to Gendreau, the new model is designed for faster play and added skill.

AMI Pres. Visits European Distributors

GRAND RAPIDS, Mich., Dec. 24.—John W. Radtke, president of AMI, Inc., left here Tuesday (20) for Europe where he will spend nearly a month contacting and visiting with overseas AMI distributors and representatives.

His first stop will be England where he will discuss AMI's 1956 plans with members of Automatic Musical Instruments (Great Britain), Ltd., manufacturers of the BAL-AMI phonograph. Other countries to be visited include France, Switzerland, Germany, Belgium, Italy and Moscow, and if time permits, Denmark, Holland and Sweden.

YEAR-END SPECIALS!

SEEBURGS: 46, 47 or 48. Ea.	\$25
100 SELECTION WALL BOX—3W1 Chrome . . .	55
100 SELECTION WALL BOX—3W1 Painted . . .	40
RS1—8-INCH TEAR DROP SPEAKER	10
RS—12-INCH MIRROR SPEAKER	15

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"PLA-POOL" for Big Profits

MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES . . . 2 SIZES

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EXCLUSIVE FEATURES:

- 2 or 4 sided play
- Bumper set in front and rear—removable action
- Deluxe Model
- 10" high top
- Removable Side Case
- Table Top on hinges with Lock
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- 4000 Models in Choice
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Gottlieb Proudly Presents ... SPOT POOL

THE ARISTOCRAT OF POOL TABLES

BUY THE BEST... WE DO...

GENUINE BRUNSWICK-BALKE-COLLINDER ACCESSORIES
WITH ALL THE FEATURES AND EXTRAS

- Hinged top and front door.
- Durable mechanism for minimum maintenance.
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- Distinctive cabinet built by craftsmen.
- Optional lighting accessory.
- Colorful bumper protectors.
- Precision dimensions for accurate play.
- Inlaid rail markers.

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Sensational Clearance Sale UNITED SHUFFLE ALLEYS

CLIPPERS
\$259.00

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Increases your Shuffle Alley income 25% to 30% with our 1954 "Increased Buy"—Price \$5.00 vs. 75¢ Street, Indiana C.O.D.

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1500 \$325.00	1432 \$29.00	"A" \$100.00
1500A 425.00	1426 50.00	SEEBURG
1700 750.00	1426 75.00	65M \$50.00
1015 75.00	1436 47M 50.00	
1080 65.00	1436 275.00	18M 75.00

WALL BOXES

NEW	3025 \$15.00	3025 \$10.00	3025 \$10.00
NEW	3045 15.00	48 Set 22.50	4851 35.00

SPEAKERS USED

4007 \$25.00	\$10.00	\$25.00	\$25.00
	\$10.00	\$25.00	\$25.00

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Atlantic City.....	\$ 49.50	Variety.....	\$275.00
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Surf Club.....	139.50	Classic.....	89.50
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Cheapest games you've ever seen!

1/2 Down, the real "Single Shot!"

Ask For Box Machine or Marshall Hoffman

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MOM Benefit

Continued from page 48

Stadium. The show will feature top recording artists, local disk jockeys, radio and television stars and night club acts.

Plans for the show were formed this week, following a request for operator support made to the local operator association by the National Foundation for Infantsile Paralysis.

Tickets for the show will be available to all persons participating in the fund-raising campaign. All local and State organizations are being contacted and urged by Roy Small, coordinator of UNCO, to participate in this effort.

It is hoped that nearly 12,000 persons will turn out for the benefit show.

CLEANED—CHECKED READY TO OPERATE

BIG TIME \$275.00
MIAMI BEACH 275.00
VARIETY 275.00
ATLANTIC CITY 45.00
SPOT LITE 35.00
GOVEY ISLAND 35.00
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TROPICS 82.00

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EXHIBIT "B4" DELUXE SKILL POOL
GENCO TOURNAMENT POOL

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Beach Club 99.50
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MISD

Atlantic City \$275.00
Beach Club 99.50
Beach Club 99.50
Beach Club 99.50
Beach Club 99.50
Beach Club 99.50
Beach Club 99.50
Beach Club 99.50
Beach Club 99.50
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MONROE
coin machine exchange, inc.
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P-L-U-S!

PLAYFIELD LINED
IN SQUARES
FOR 3-SIDED PLAY

the amazing GENCO
3 or 4-sided play
**TOURNAMENT
POOL GAME?**

ONLY GENCO Pool Games have these
CABINET CONSTRUCTION FEATURES

GENCO has EXTRA-STRONG HINGED TOP FRAME OVERLAP. Eliminates theft by prying open and strengthens both frame and cabinet.

GENCO has Extra Strong LOCK-CORNER CONSTRUCTION. Gives greatest gluing surface area. The only corner construction approved as government contracts.

GENCO has Heavy, Durable 1/2" PLYWOOD BOTTOM ... for greater cabinet and leg strength. Twice as thick as ordinary cabinets.

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THE CHALLEGE AND
THE BIGGEST OPPORTUNITY
FOR A MAN TO MAKE MONEY
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DRINK **WINE** **MADE**
SODA WATER

FOR A STEADY INCOME

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High quality,
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For compensation in the
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looking for a few more
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Experienced people in
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are interested in
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MIAMI BEACH.....	WHITE	PALM SPRINGS.....	\$100.00
BIG TIME.....	\$350.00	BEACH CLUB.....	100.00
GAY TIME.....	350.00	FOOLICS.....	90.00
VARIETY.....	225.00	DAILY BEAUTY.....	75.00
GAYETY.....	225.00	YACHT CLUB.....	60.00
ICE PRINKS.....	120.00	PALM BEACH.....	50.00
SOFT CLUB.....	120.00	CIGARETTE MACHINES	
BOPE RANCH.....	120.00	RENTY, 9 Col.....	\$400.00
		ELECTRO, 10 Col.....	125.00
		ELECTRO, 8 Col.....	75.00

1/2 Deposit

UNITED MACHINE CO.

9 North Eleventh Street, Minneapolis 3, Minn. ...FD-302-1-5-55

Savannah, Ga., To License Pins But Double Fee

SAVANNAH, Ga., Dec. 24.—Pin-ball games will continue in operation here, but license fees on the games will be more than doubled, according to reports from the City Hall.

The Savannah mayor and aldermen are apparently in agreement that the games will be licensed for 1956. It was decided, at least in part, that the license will be doubled at the rate of \$2000 each. This compares with a \$1000 fee during 1955.

In addition, the city plans to charge a fee of \$100 for each five machines to pinball distributors. The proposed bill must be adopted as part of the 1956 license ordinance which is scheduled for final action December 28.

The increased license fee would raise the license for the city on the pinballs from \$25,000 to \$37,500, based on an estimated 250 pinballs.

The council had been advised by the legal department that the games cannot be banned as "gambling devices" per se, because of a previous court ruling. They can be declared gambling devices on individual cases only, according to the legal staff.

Bally Offers 4 Models Of Pin-Pool

CHICAGO, Dec. 24.—Bally Manufacturing Company has made its coin-operated Pin-Pool games available in four different models. While all are of the regular 32 by 36-inch size, all have distinct play features.

The games include the standard model without lights, a model with light-up bumpers, another with score lights under the rule rails, and a model with four corner pockets that serve as ball hazards, also with light-up bumpers.

Hazard Rules
Play on the game with the hazard rules is similar to that on regular play models, except that if a player lands a ball in one of the corner pockets, his opponent can remove two balls from the playfield.

This feature, according to the firm, "opens up the game, making it faster and requiring more skill."

An added rule with the hazard rule game requires a player with but one ball left on the table to shoot out opponents or bumpers when blocking an opponent's ball.

11 IF IT'S NOT AN "EXHIBIT" FEATURE IT JUST HASN'T BEEN DESIGNED YET!

11 reasons why

EXHIBIT'S

SKILL POOL

DELUXE

IS BREAKING PROFIT RECORDS EVERYWHERE

*Requires only
12" x 7" or 34
56 ft.



2 LIGHTING FIXTURE
New, out-of-the-way LIGHTING fixture, down and between with play!



4 LINED PLAY FIELDS
Allows accurate placing of "out-of-bounds" ball for 2-side play.

5 3-SIDED PLAY
Allows table to be placed against wall without interfering with play area.



3 PLAYFIELD LEVELS
Back into the playfield for fast, reliable, accurate shooting of balls. Increases the playfield to hold the true play!



6 RINGER TOP
For easy, speedy servicing! Lifts right up without effort.



- 6 NEW—"STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!**
- 7 NEW—LARGER "10 BALLS GUARANTEED EVERY TIME" BALL TROUGH!**
- 8 NEW—OPERATOR SERVICE CARD FRAME—built in! Always handy. Never out of place!**
- 9 NEW—DECORATED CABINET—The best looking in the business!**
- 10 NEW—CIGARETTE HOLDERS ON THE TABLE—protects rails and playing field!**
- 11 NEW—EXCLUSIVE PLASTIC BUMPER PROTECTORS—colorful, attractive.**

Separate Instruction Sheets for Regular Play and 2-Sided Play!

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100



Look at these prices

Completely reconditioned and steam cleaned

SERBURG

W100A	\$335.00
W100B	\$10.00
W100C	\$25.00
ROCK-OLA	
1432	\$150.00
1436	\$295.00

AMI

Model B	\$145.00
Model C	145.00
Model D-40	195.00
Model E-80	450.00

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showbusiness . . . **THE BILLBOARD** is the only
paper with an **AUDITED PAID CIRCULATION**.



130 Models Bowled

Continued from page 56

introduced during 1954. With fewer manufacturers in the kiddie side field, however, there have been fewer models bowled compared to former years.

In addition to the standard types of equipment, some 33 different novelty-type units were produced during the year, reflecting a growing trend toward diversification of amusement game manufacturing. The 1954 year was another big year for variety in the game field, with some 31 novelty models produced.

Boxed down, 1955's novelty game crop included six baseball-type games, six shuffle games other than bowlers, three fortune-teller units and 18 other various types of coin-operated amusement games. Principal advances during 1955, besides the pool game bonanza, were the new-style shuffle bowlers with extra large pins and pockets, and general acceptance of multi-player five-ball poolball games.

Latest game innovation is the coin pool game with electrical scoring. Both Chicago Coin Machine Company and Williams Manufacturing Company have electrified pool games currently on the market. Other manufacturers are expected to enter the electric pool game field, and other innovations on the game will undoubtedly be unveiled in 1956.

Champion Pool

Continued from page 56

this exception: The last ball on the table for each player must be shot into the center hole.

New Feature

Another new playfield feature is lighted ball bumpers. In most cases, according to the company, the lighted bumpers make hand attachments unnecessary at locations.

Champion Pool is 36 by 52 inches, has 12 light-up bumper posts, a new ball trough to insure return of 10 balls for play.

The game is equipped with two locks, diamond-shaped shot markers, and built-in table levels. Rubber cushions have been live-lined, according to the firm.

Ed Levin, director of sales, advised that Champion Pool has been approved by the city game panel for operation in Chicago.

Bally Broadway

Continued from page 56

are also divided into red and yellow in-line lanes. Red 3-4-5-6-7-8-9-10 scores double; yellow 3-4-5-6-7-8-9-10 scores triple.

Another new feature with Broadway is a special "Bullyhole," which is the ball hole 16. If a "Bullyhole" panel is lighted and the player gets a ball into the 16 hole, the "first extra ball" panel is lighted. This releases one extra ball to the player without the deposit of an additional coin.

Up to three extra balls can be played. The background is decorated with a "show business" motif.

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vacation. No drifters. Write to

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The Billboard, Chicago, Ill.

To Our
Many Friends
We Wish
A

MERRY XMAS

and
**A
HAPPY
NEW YEAR**

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Capture AND HOLD THE CHOICE LOCATIONS!!!

**Keeney's
JUMBO DELUXE**
(18 inches longer)

**FASCINATION
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FEATURES

3 or 4 sided play

Perfect operating Ball Release
can't be cheated

Perfectly squared to entice the
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LITE IS
OPTIONAL
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Keeney's
Original
HINGED
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Hologram Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
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- Leg Levelers
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REGULAR SIZE 52" L. x 36" W. x 32" H.

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POWER *

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CHAMPION POOL

The original . . . Official-Type Pool Game
With The Exciting Center Hole Feature!

New Attractively Applied Designed Cabinet With
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New Tantalizing Center Hole Feature Increases
 Play . . . Requires Even More Skill and Alertness!

New Type Ball Drop Mechanism . . . Simple . . .
 Positive . . . Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

Built-in Accurate Spirit Levels!

Hinged Front Door and Playfield For Easy Servicing!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

*EARNING POWER
 (By Actual Test Locations)



Also Available
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CROWN
POOL
 Featuring
 2 Hole Play

IT'S HOTTER THAN EVER!
chicago coin's
AUTOMATIC
POOL



Featuring . . .

AUTOMATIC
BACK RACK SCORING WITH FRONT PLAY!

It's the FIRST Automatic Pool Game in the Industry!

New Livest Rebound Rails! Accurate Fool Proof Scoring!

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More money-making play-appeal than ever

Bally BROADWAY

in MAGIC SQUARES

Arrow points to only one of 4 Magic Squares—A, B, C and D—each plainly labeled on BROADWAY backglass. The 4 numbers in Magic Square A may be shifted to player's choice of the 4 different combinations illustrated below.

9	4	1	9
1	19	19	4

19	1	4	19
4	9	9	1

Each of the 4 Magic Squares—A, B, C and D—may be shifted to player's choice of 4 different combinations. Separate button for each Magic Square permits player to shift only the Squares or Squares that he desires to shift—without, pricing other Squares. Maximum "number-juggling" flexibility of Magic Squares means maximum play-appeal... results in maximum scoring power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball... or before shooting 10th ball, if "5th BALL" game is in. Earliest power of popular Extra Time feature has been proved in BEACH CLUB... VARIETY... BIG TIME and other great Bally games.

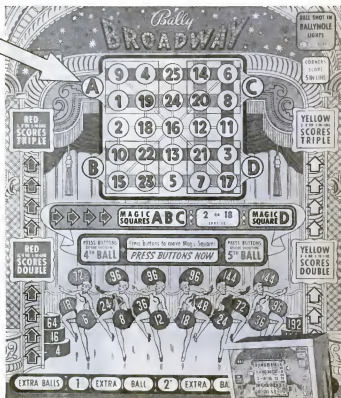
DOUBLE SCORES TRIPLE SCORES

SPOTTED 2 OR 18

BALLYHOLE

Ball in Ballyhole (18), when Ballyhole panel is lit, lights 1st EXTRA BALL, giving player extra ball without depositing coin.

**CORNER-SCORES
ADVANCING SCORES
EXTRA BALLS**



Jam-packed with time-tested play-appeal
... exciting new features brilliantly billboarded
on the brightest backglass in years
... easy to understand, fun to play... Bally

BROADWAY is ringing up
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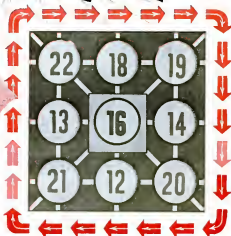
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UNITED'S
NEW

STARLET

NEW

**8-IN-1
CARD COMBINATION**

PLAYER CAN MOVE NUMBERS
CLOCKWISE WITH EXTRA COINS



NEW HORIZONTAL FEATURE

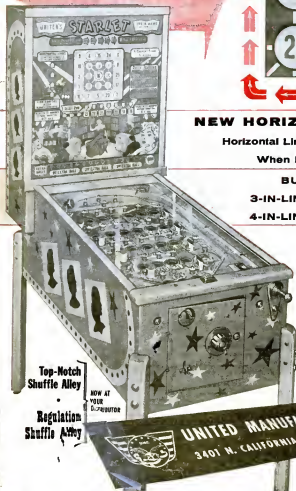
Horizontal Lines Score Separately

When FEATURE is Lit

BUILDS UP TO

3-IN-LINE SCORES 4-IN-LINE

4-IN-LINE SCORES 5-IN-LINE



**Top-Notch
Shuffle Alley**

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Shuffle Alley**

Other
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